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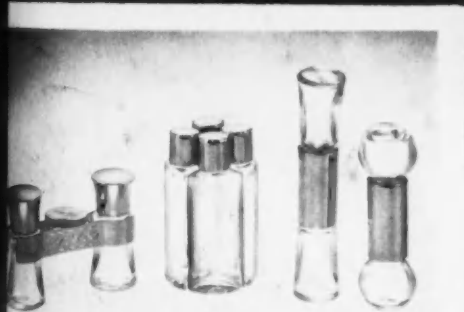
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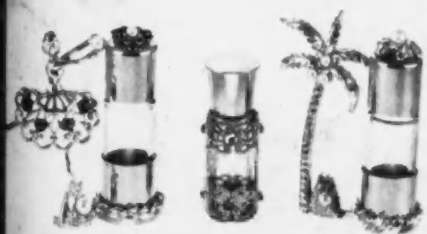
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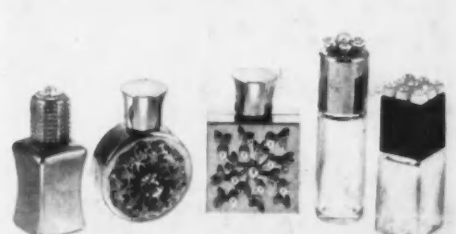
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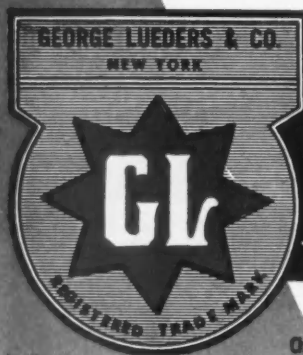
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# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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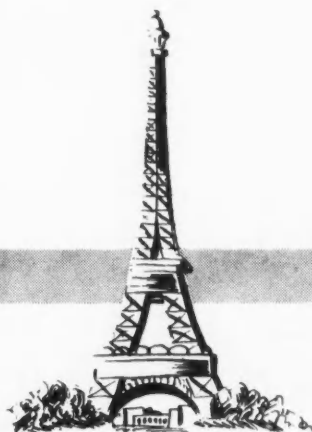
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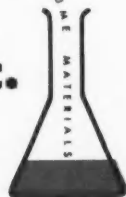
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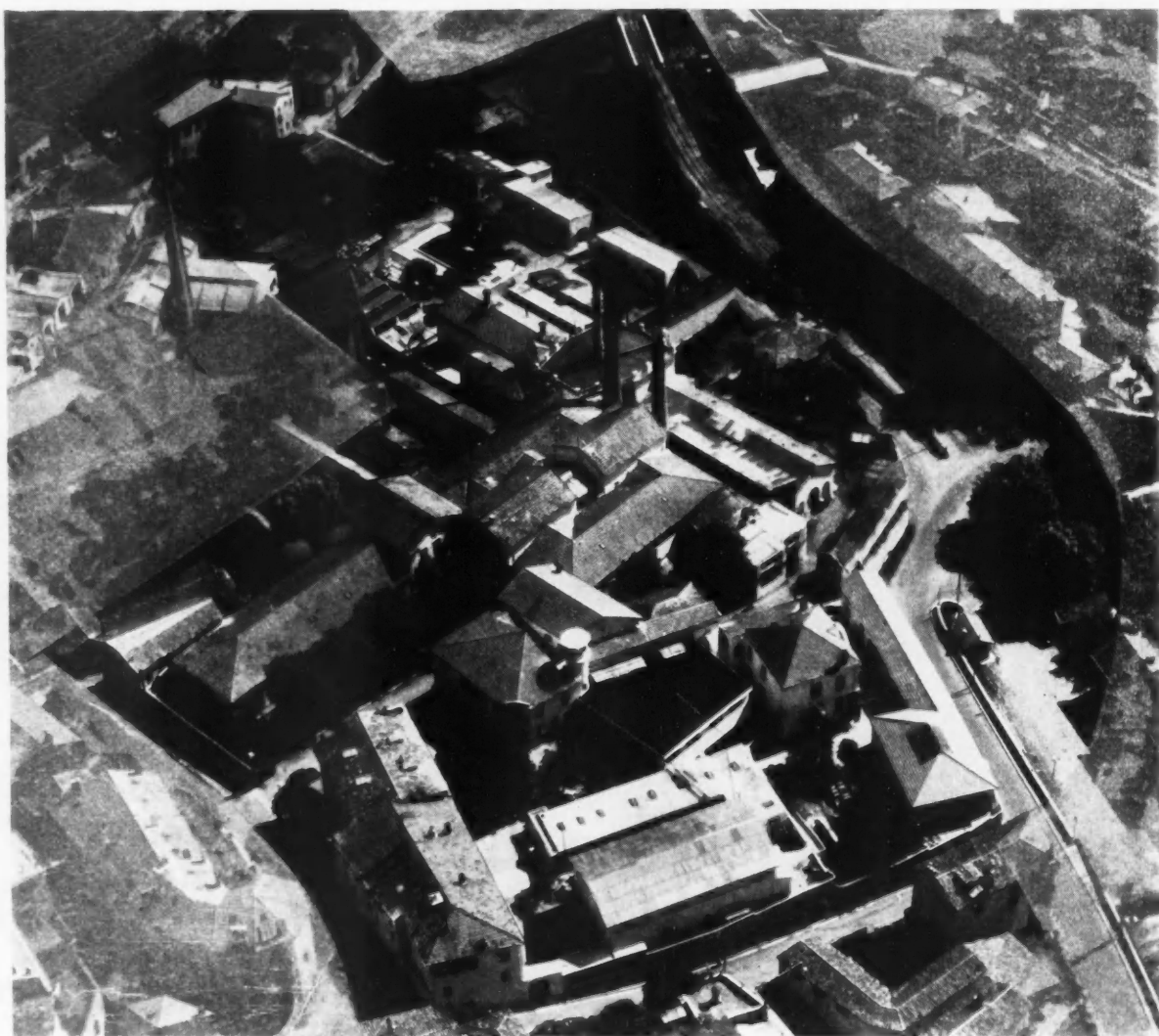




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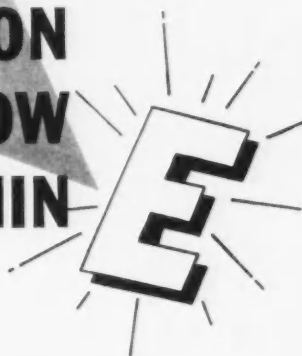
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toward reactions following the giving of antibiotics are now recognized: toxic reactions to too large a dose of the drug, hypersensitivity reactions, and the favoring of an overgrowth of pathogens normally suppressed by the organisms inhibited by the antibiotic. In working with so valuable a group of therapeutic agents constant vigilance is required to prevent their falling into disrepute through injudicious use."

This pretty well summarizes the doctors' views on antibiotics in general, which are not far different from mine. However, it must be admitted that with some of the newer antibiotics such as tyrothricin and polymixin, the problems of sensitization of microbials or humans is different. Regardless, you are playing with potent stuff. It is hoped that much work will be done on sensitization before anyone jumps the gun.

orange flower water, natural or artificially made, containing between 10 and 15 per cent of alcohol suitably preserved and often made with  $\frac{1}{2}$  to 1 per cent of boric acid, for example. An astringent can follow the same pattern as a freshener, but the alcoholic strength will run 25 to 35 per cent to which some astringent, such as aluminum sulfate, or sulfocarbolate or zinc sulfocarbolate has been added, say 1 or 2 per cent. We do not know the composition of Lanolin Plus for hair and scalp conditioning. You might try with solutions of lanolin or lanolin isolates in mineral oil, suitably preserved and perfumed. The names of manufacturers of such isolates are sent by letter.

## Questions & Answers

### 1122: Stearic Acid in Cream

Q. I am desirous of obtaining some information regarding the following formula for a protective hand cream. (This formula appears in a publication on emulsifiers by the Goldschmidt Chemical Co.) The formula is as follows:

Tegin	6%
Stearic acid	8%
Petrolatum	6%
Glycerine	3%
Triethanolamine	1.5%
Talc	12%
Water	63.2%
Preservative	
Perfume	Sufficient

You will notice in the above formula that it calls for 8% of stearic acid and 1.5% of emulsifier (TEA). From a stoichiometric expression this represents that in 100 gms. of the formula, three gms of the stearic acid will be saponified while five gms will remain as free stearic acid. In other words, in any quantity of formula 37.5% of the stearic acid will be saponified while 62.5% will remain as free stearic acid. I should like to know what purpose this high percentage of free stearic acid serves in the above formula or in any formula that calls for such a high percentage of free acid. Doesn't free acid cause grittiness to creams and impair their smoothness upon application? Your clarification on a point governing technique would also be most welcome. The problem involves the recommended procedure for making additions of metallic stearates to creams. It is recommended to sift the metallic stearate over the cream after emulsification and incorporate it this way or to disperse the soap in the oil

phase and incorporate them directly during emulsification? The writer will appreciate your cooperation and assistance in answering these questions. I am enclosing a self-addressed, stamped envelope for your convenience.

C. Y. F., Illinois

A. The purpose of the excess stearic acid is two-fold. One, is to give the cream a pearly appearance. Two, the excess stearic acid tends to make the film a little more water insoluble. The excess stearic acid does not make the cream gritty if properly manipulated. Metallic stearates are best included by sifting into the cream after emulsification, thoroughly mixing in, particularly on a machine that gives considerable shearing effect, such as a pony mixer, colloid mill or a Glenn or Hobart type mixer.

### 1123: Facial Freshener

Q. Below I list the formulas we desire. A liquid facial freshener (for dry skins), a liquid facial astringent (possibly a witch hazel type) for oily skins, and a Lanolin Plus type of formula for hair and scalp conditioning. Thank you very much for your kind cooperation. I would appreciate this information as quickly as possible.

D. S., New York

A. Your request for so many different formulas indicates that you need a book on cosmetics for regular consultation, and to this end we suggest that you obtain a copy of Thomssen's *Modern Cosmetics* which is available from the book department of The American Perfumer. A facial freshener is very often based on a floral water, such as

### 1124: Grease in Pressing Cream

Q. Thank you for your letter of the third relative to the equipment we need. I hesitate to present you with still another request. Our firm manufactures a complete line of cosmetics for colored people and plan to add two more items: a pressing cream and a pin curl cream. Can you give us a formula for each of these that is greaseless. All competitive products seem to be greasy; we are looking for both a greaseless pressing cream and pin curl cream.

N.A.P., Georgia

A. There is a good reason for making a pressing cream on the greasy type because the fat prevents the hair from being too damaged by the hot combs used. You can, however, reduce the greasiness of such a product by means of a water-in-oil emulsion of the following type.

A.	Sorbitol sesquioleate	4.0%
	Petrolatum	31.0%
	Mineral oil	20.0%
	Paraffin wax (or microcrystalline wax)	7.0%
B.	Lanolin	3.0%
	Water	32.3%
	Sorbo	2.5%
C.	Magnesium sulfate	0.2%
	Preservative	q.s.
Perfume		q.s.

Preparation: Warm the oil phase (A) and water phase (B) separate to 70-75°C. Add the water phase (B) gradually to the oil phase (A) while stirring. Add Perfume at 55-60°C. Homogenize at 55-60°C., filling directly into jars.

We are not entirely certain what you mean by a pin curl cream. Can you tell us more about it, and we will try to give some suggestions.

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PAUL Z. BEDOUKIAN, Ph.D.

*Author of Perfumery Synthetics and Isolates*



Paul Z. Bedoukian, Ph.D.

**A**S 1954 drew to a close, the industry in general had fully recovered from any fears of recession that may have existed at the beginning of the year, and looked forward with full confidence to a prosperous 1955.

This optimism was reflected in efforts to develop new aromatic chemicals and increase the production of essential oils. As in past years, this article is a review of the numerous papers published in scientific, trade and patent journals which are of interest to the perfumery, soap, cosmetic and allied industries.

## *The Riddle of Odor and Perfumes*

One of the few serious students of the problems of odor and olfaction is Lauffer, whose articles on the subject are of the greatest value to anyone interested in the nature of odor and its perception. In one of his recent publications, "Recent Progress in Odor and Olfaction—Biochemical Approaches," Lauffer<sup>1</sup> makes a critical review of the whole problem under the subheadings of visual sensation, the olfactory system, enzymes and odor, enzyme activity, nerve impulse, mechanism of olfaction, etc.

An attempt has been made by Wright<sup>2</sup> to correlate the odor of substances with the pattern of Raman frequencies of a range below 1000 cm.<sup>-1</sup>. This is an application of Dyson's theory at lower frequencies.

In a paper of Moncrieff presented at the New York meeting of the American Chemical Society, it was suggested that olfactory discrimination is basically dependent on the selective adsorption of molecules on the olfactory nerves. Selective adsorption of odorous

molecules takes place on silica gel or activated carbon. Practical applications of this theory were also put forward by the reader of the paper<sup>2a</sup>. An authoritative article discusses the many puzzling problems of odor perception and draws some significant conclusions from a large number of observed data<sup>2b</sup>.

As a parallel to his valuable article on non-floral perfumes<sup>3</sup>, Maurer recently published an extensive report on floral perfumes<sup>4</sup> in which he discusses various combinations of floral complexes and their use in different types of perfumes. In a lecture on perfumery, Pickthall<sup>5</sup> stressed patience as the first requisite in the long and arduous training of a perfumer. He also explained the complex problems involved in creating or matching a perfume. Lilacs have long been popular because of their pleasant scent. In view of the fact that there is no absolute of lilac flowers, an article which appeared recently on the composition of lilac perfumes is of special interest<sup>6</sup>. Another author discusses the odor of daphne flowers and gives some formulas representing daphne type fragrances<sup>6a</sup>. A third article deals with the ingredients which are used in the production of synthetic gardenia perfumes<sup>6b</sup>.

In continuation of his extensive studies on the properties and application of a wide range of perfumery synthetics, Morel investigated the use of nonyl esters and nonylates, ethers and phenol ethers, acetals and carbinols, lactones, acetylenic acid esters and nitrogenous compounds<sup>7,12</sup>.

Various attempts have been made in the past to age or mature perfumes artificially. A recent article described some of these methods and gave theories re-

garding the aging of perfumes<sup>13</sup>. It is well known that perfumes on aging occasionally develop sour and undesirable odors. The behaviour of certain aromatics which may result in off-odors in the finished perfume are discussed in another publication<sup>14</sup>.

In an address before the American Society of Perfumers, Klarmann<sup>15</sup> spoke of the effect of perfumes on the skin. He stressed our very limited knowledge of skin reactions caused by perfumery materials and the need of extended studies for a better understanding of the problem.

#### **Flower Oils**

Flower oils are indispensable in fine perfumes, and of them all, rose and jasmine are by far the most important. Consequently, research done in this field is of real interest to the industry.

A report on Bulgarian rose oil was published in a French<sup>16</sup> and British<sup>17</sup> journal. The author, Dr. Nicolov, head of the Technological Section and Chemical Laboratories of the State Enterprise "Bulgarska Rosa" described the efforts made to apply modern methods of cultivating and harvesting roses, and the optimum conditions of distilling the flowers. The analytical constants of two samples of rose oils obtained in 1953 are given, along with comments on the evaluation of the analytical data presented. Rose oil obtained from Anatolian roses is being used in increasing amounts and its harvesting and processing in Turkey has been described in some detail in a recent article<sup>18</sup>. French Rose de Mai absolute and the absolutes obtained from North African roses are of course extremely valuable perfumery ingredients. The leaves of Italian May roses are reported to possess a very fragrant and lasting odor and the possibility of their extraction for use in perfumes is discussed by an Italian author<sup>19</sup>.

Besides rose oil, Bulgaria produces peppermint and Zdravetz oil, and a study has now also been made of concretes obtained from various types of Bulgarian tobacco leaves with a view to their application in perfumes<sup>20</sup>.

Oakmoss is the basis of numerous variations of Chypre type fragrances. The methods employed in the production of concretes, resinoids, liquid oils and various decolorized oils, were described in a lengthy and highly informative article<sup>21</sup>. Flowering tops of *Boronia megastigma* were extracted with benzene and the composition of the oil examined. The oil contained both alpha and beta ionones<sup>21a</sup>.

#### **Macrocyclic Musk**

In view of the unavailability of natural musk in the United States, it is not surprising that perfumers are turning more and more to the use of macrocyclic compounds. These compounds not only possess a powerful odor, but they have the property of exalting the odor of fragrances, possibly by somehow stimulating the olfactory organs. This could also explain their fixative effect, since they prolong the lasting power of a perfume by enabling the observer to smell it over a longer period.

The lactone of juniperic acid, namely, cyclohexadecanolide, has a very powerful and pleasant musk odor and is finding increased usage in fine perfumes. Juniperic acid is available from the wax of pine needles and

a detailed procedure is given for its extraction from the wax of *Juniperus Sabina* and *Pinus Maritima*. The author also gives various procedures for obtaining macrocyclic compounds from this acid. Among those mentioned are cyclohexadecanolide, cyclohexadecanone, cyclopentadecanone, and the carbonate ester of alpha-omega glycol of hexadecane, all of them valuable musk compounds<sup>22</sup>. A Japanese patent discloses a procedure whereby 100 kilograms of pine needles are extracted to give 800 grams of wax, from which a total of 300 grams of juniperic acid is extracted. Cyclization by the high dilution method gave 200 grams of cyclohexadecanolide<sup>23</sup>.

Another article deals with the preparation and use of cyclohexadecanolide<sup>24</sup>. Known also as ambrettolide, this valuable compound occurring in ambrette seeds and angelica oils, possesses a powerful musk odor. The occurrence, identification, synthesis and practical application of ambrettolide and its homologs are discussed in a German article<sup>25</sup>.

A British patent discloses the preparation of alpha-beta unsaturated cyclic ketones by the thermal dehydration of cyclic ketols<sup>26</sup>. Thus, thapsoin yields cyclohexadecanone; 3-methyl-2-oxocyclopentadecanol gives 15-methyl-2-cyclopentadecene-1-one, etc. Dehydration can likewise be carried out by heating with naphthalenesulfonic acid.

A new method of preparing macrocyclic diones (2,15-hexadecanedione, 2,11-dodecanedione, 2,19-eicosanedione) has been reported<sup>27</sup>. Other interesting researches leading to the preparation of macrocyclic musks were in new methods of making alpha-omega dicarboxylic acids<sup>28</sup> and revealed the occurrence of a monohydroxypentadecanoic acid in shellac<sup>29</sup>.

New methods of preparing macrocyclic compounds having benzene nuclei in the ring have been reported but no mention is made of their odors<sup>30</sup>.

#### **Irones**

Since its discovery some ten years ago, synthetic irone has been placed on the market both in the form of specialties and as a raw material of relatively pure mixtures of isomers. Its great power and fine odor make it a very valuable material indeed for the perfumer. Should improvements in the manufacturing process bring the price down, there is little doubt that the irones will find extensive use in perfumery. They are now being widely used for flavoring purposes.

Some interesting observations have been made by a well-known author on the merits of the isomers of irones and their application in perfumery. This article is indispensable for anyone contemplating the employment of irones<sup>31</sup>. The same writer gives a detailed discussion on the methods of analyzing mixtures of synthetic irones, using conventional spectrophotometers<sup>32</sup>. There is also a historical review of the cyclization products of pseudoirone, with pertinent remarks on the odor qualities of the different irone isomers<sup>33</sup>.

As in the case of the cyclization of pseudoionones, the cyclization of pseudoirones gives besides the normal product, small quantities of oxides. Two of these oxides have been subjected to an investigation and their nature determined<sup>34</sup>.

In connection with research on irones, a study has been made of the secondary products in the prepara-

One of Fritzsche Brothers' four new perfume laboratories is under Miss Danute Pajaujis, here seated at the "fragrance console."

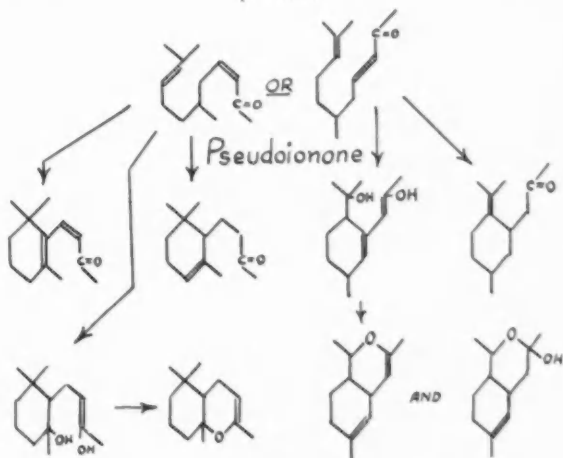


tion of 2,3-dimethyl-2-hepten-6-one and thujal ketone<sup>35</sup>. A Swiss patent describes the conversion of 3-methyl linalool to 3-methyl citral through chromic acid oxidation<sup>36</sup>. Another Swiss patent discloses the manner of cyclization of pseudoionones to mixtures of alpha and beta ionones<sup>37</sup>.

#### Ionones

Three articles by Naves and co-workers deal with the formation of by-products in the cyclization of pseudoionone<sup>38, 39, 40</sup>. This reaction is of much interest since it throws light on the reasons for the great variations in odor quality of the different fractions of ionones and methyl ionones. The cyclization may proceed in the following manner in the case of pseudoionones:

*Cyclization of pseudoionones to ionones and other products*



The reaction of dihydro-alpha-ionol with N-bromosuccinimide has been investigated<sup>41</sup>. It was found that both alpha ionone and 5-oxo alpha ionone produce a red color with alkali in alcoholic solutions. Since this color reaction does not take place with beta ionone, it may be used to detect these two impurities in beta ionone<sup>42</sup>.

Preparation of crystalline beta ionone has been reported in an American patent<sup>43</sup>. An article on methods of producing ionone appeared in a British publication<sup>44</sup>.

#### Perfumery Synthetics

A British patent disclosed the production of phenyl ethyl alcohol by high pressure hydrogenation of styrene oxide at low temperatures. It was reported that the best results are obtained with pressures up to 500 lbs. sq. in. and temperatures from 0 to 100°C., using catalysts such as Raney nickel, platinum oxide, palladium, etc.<sup>45</sup>. A Japanese patent<sup>46</sup> describes the production of phenyl ethyl alcohol using the Friedel-Crafts synthesis of combining ethylene oxide with benzene, with aluminum chloride as catalyst<sup>45</sup>. Another article describes the production of phenyl ethyl alcohol by the sodium reduction of amyl phenyl acetate<sup>47a</sup>.

Phenylacetaldehyde is obtained on passing styrene oxide over magnesium silicate at elevated temperatures according to a recent American patent<sup>48</sup>. Phenylacetaldehyde can be stabilized by converting it to its trimer, tribenzyl-trioxane, by adding small amounts of hydrofluoric acid or boron trifluoride<sup>47</sup>. Pure phenylacetaldehyde is regenerated by rapidly distilling it at atmospheric pressures. The preparation and uses of benzyl alcohol, benzyl acetate and benzyl benzoate are reviewed in a French publication<sup>49</sup>.

In our last year's review<sup>49</sup>, we discussed the production of materials having an ambergis-like odor. A recent article<sup>50</sup> and patent<sup>51</sup> deal with the synthesis of lactone and an aldehyde having an ambergis type odor. An extensive report also describes the formation, properties, composition and use of ambergis<sup>52</sup>.

Gamma nonalactone is prepared by condensing heptaldehyde and ethyl chloroacetate with magnesium in the presence of iodine in benzene. Yields of 25-59% lactone were reported by this method<sup>53</sup>. The correct melting point of lauric aldehyde is given at 11-12°C.<sup>54</sup>.

Indole is separated from diphenyl occurring in coal tar by azeotropic distillation with glycol<sup>55</sup>. Various methods have been described for producing indole on a commercial scale<sup>56</sup>. Catalytic reduction of 3-(dim-

ethylamino)-indole yields skatole according to a Japanese patent<sup>57</sup>.

A new method of producing vanillin from guaiacol described in a recent American patent<sup>58</sup> depends on the reaction of guaiacol with sodium glyoxylate, followed by treatment of the resulting reaction mixture with cupric chloride and then alkali at elevated temperatures. Acidification of the mixture followed by extraction with benzene yielded crude vanillin. By using ortho ethoxy phenol, a yield of 64.4% of ethyl vanillin was obtained.

According to a Japanese patent, treatment of wood powder with cupric oxide at elevated temperatures and pressures, yields vanillin<sup>59</sup>. Of interest also is an excellent article on the production of vanillin from clove oil and the uses of vanillin as a flavoring material in the food and beverage industries<sup>60</sup>.

Another patent states that when 1-menthone is reduced with sodamide in liquid ammonia, high yields of 1-menthol can be obtained<sup>61</sup>.

Two reviews of general interest to the reader deal with the production of heliotropin<sup>62</sup> and the derivatives of para cresol<sup>63</sup>. The latter article lists the properties and uses of the methyl, ethyl, butyl, benzyl, phenyl and cresyl ethers. Also included are the acetates, butyrate, isobutyrate, valerianate, isovalerianate, caprylate, and phenylacetate of para cresol, together with their uses.

Ever since the elucidation of the structure of jasmone, a great deal of work has been done in an effort to synthesize compounds having a structure related to jasmone. Some cyclopentanone derivatives have very powerful and pleasant odors, and would be very useful to the industry if they were made available at low cost. Recently, some Indian researchers synthesized a number of compounds related to jasmone by treating the sodium salt of cyclopentanone with alkyl halides. Thus, 2-heptyl cyclopentanone is reported to have a pleasant odor, but curiously enough, the 3-methyl heptyl cyclopentanone was found to be odorless. These workers further prepared 2-heptylcyclohexanone and 2-geranylcyclohexanone which proved to have pleasant odors. They also reported the synthesis of a homolog of dihydrojasmone, namely, 3-methyl-2-hexyl-2-cyclopenten-1-one. Other workers reported the preparation of a range of methyl alkyl gamma butyrolactones, and obtained dihydrojasmone by distilling methylhexyl-butyrolactone with phosphorus pentoxide under reduced pressure<sup>65</sup>.

(To be continued in next month's issue)

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The fundamental idea of creative packaging today is that products must appear in packages that call attention to themselves, describe their contents and promise value, quality and convenience. Beyond protecting products and making them attractive and handy to carry, a creative designed package also makes the product easier to use.—Continental Can Co.



"I want that test town covered so completely, that I can smell our number seven when I step off the train!"



# Pottery

## for Packaging Toilet Preparations

John Grindrod, B.A.



**I**N TENDED to give added appeal to Britain's exports a wide range of stoneware containers is being produced by leading British manufacturers and a selection was on display at the Packaging Exhibition in London during January.

For the soap, perfumery and cosmetics industries a range of containers is being made for perfumes, bath salts, cosmetics, face creams, shaving creams and allied products.

All made of highly vitrified non-porous type of ceramic material, which is characterized by great strength and durability, known as stoneware, these modern containers are produced from a scientifically-controlled mixture of specially selected English clays and other ingredients fired at about 1,250 deg.C. to ensure nonporosity. So tough is this material that its compression strength is equal to that of grey cast iron, and, stronger than any other ceramic material, would, handled with reasonable care, keep free from ill-effect from rust, damp, changes of temperature or other climatic conditions for centuries, if need be.

The stoneware industry, as represented by members of the British Stoneware Manufacturers' Association, has exhibited ceramic containers at recent Packaging Exhibitions. In view of the marked increase in interest in these products shown by visitors at each successive exhibition, the products of all the principal manufacturers in the United Kingdom were jointly displayed at the London exhibition under the auspices of The National Federation of The General Stoneware Industry.

On a recent visit to the Federation's showroom in London the writer had the opportunity of seeing some of the extensive range of containers which are being supplied to an ever-increasing number and variety of industries for packaging and storing of products under ideal conditions of hygiene and purity. Special stoneware "bodies" and glazes have been evolved to meet specific requirements.

As a packaging material stoneware has a number of other advantages. No other packaging material offers the same universal resistance to corrosion as stoneware. It is acid-resisting and apart from hydrofluoric acid and caustic alkalis no chemical will affect it. It does not affect the taste, color or smell of the products packed

in it, nor is it affected by them. Thanks to the raw materials used stoneware containers can be made in a variety of shapes and in sizes ranging from a few ounces to several hundred gallons. It can be easily cleaned and ensures a high standard of hygiene.

At the same time a well designed stoneware container with an attractive decorative motif in either the cream and brown glazes or in the variety of pastel or stronger shades of yellow, blue, green and pink glazes now available can be very appealing and enhance the prestige of the product it contains.

### Cosmetic Excise Tax Collections

**C**OSMETIC excise tax collections in 1952 and 1953, and through May, 1954 are given in the following table:

	1954	1953	1952
January	\$ 8,147,000	\$13,123,480	\$11,547,853
February	29,489,000	13,859,961	14,338,420
March	1,957,000	7,805,077	7,248,879
April	6,503,000	9,236,101	8,218,865
May	20,733,000	9,286,470	9,174,622
June	-1,662,000*	8,876,000	8,253,649
July	4,323,000	9,996,000	9,357,443
August	582,000	5,964,000	8,849,488
September	201,000	370,000	8,523,241
October		8,204,000	8,439,370
November		19,912,000	7,878,976
December		536,000	10,432,117

*It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.*

\*Negative amounts in monthly totals are due to revisions of amounts for earlier months.

It's nice to be important, but more important to be nice.—Harold Hutchins.



## Resume of

**W**HAT a pity Eddie wasn't there! Everyone was asking, "Where is this Monsieur de Navarre," the American *cosmetologue* with the aristocratic French name? Unfortunately he was unable to be present but I can assure him that his manuscript was admirably translated, on the spot, by the charming and versatile Mademoiselle Avelle. Even so, he ought to make the trip some time, if only to prove to the French that he really exists in person and is not merely a *nom-de-plume*.

When I myself go to Paris my mind invariably becomes full to overflowing with impressions (and I don't necessarily mean what you are thinking.) My pockets rapidly fill up with dirty little 100 franc notes and scraps of tattered paper full of ball-point scribble. These jottings that I make, priding myself on powers of observation that I simply don't possess, became quite illegible even to myself after the lapse of a couple of days. Then, when all the excitement is over, I have to settle down to the stern task of deciphering the lot, chucking most of it away and arranging the rest in some sort of order.

### *Americans Missed at Conferences*

Before I go on to give a few impressions of the IIIe Salon de la Chimie and the Journées de la Parfumerie et de la Cosmétologie, please allow me to indulge in a few more or less idle observations. The first is this: the Americans are badly missed at such international conferences. We know that the trip is expensive and time-consuming and that the cost of living in Paris nowadays begins to approach the phenomenal—but shouldn't a really international conference be possible just once in a while? I saw plenty of American citizens in Paris during my recent trip and chatted about fashions with an American buyer over a few drinks in an unfashionable bar along the Rue de Caumartin. The only contact that I had with the U. S. cosmetic industry, however, was a welcome letter from my good friend Dr. Everett G. McDonough that had been posted on to me from London.

An alternative suggestion is this: would perfumers, cosmetic chemists and other American readers prefer an international meeting in London rather than Paris?

Chatty impressions of what took place when perfumers and cosmetic chemists from the continent and England gathered in Paris for the international meeting . . . Americans missed

Here, certainly, no language difficulty would arise; and anyone sufficiently interested could easily travel over with me to Paris for a week-end of recuperation, relaxation, good fellowship and good eating. I ask this because I have already promised to arrange, if possible, a London Film Festival devoted to the showing of colour film "shorts" dealing with perfumery production. Professor Francesco La Face, world authority on bergamot oil, has promised to bring his delightfully attractive film on Italian Bergamot, and Marcel Schwob can, I know, be prevailed upon to show his exotic film dealing with French Guinea fruits and essential oils. To make up the trio, there will be the new film on Bulgarian Rose Cultivation, produced by Bulgarska Rosa under the direction of Bulgarian rose otto expert, Dr. Nicolas Nicholov. If only Dr. Ernest Guenther could be prevailed upon to lend one of his own unrivalled colour films on the subject, the resulting film show could well provide the *pièce de résistance* of a really first-class international congress. Will any American reader interested in this suggestion please send me his views, either through *The American Perfumer* or direct to me at 9 Gough Square, London, E.C.4.

### *Distinguished Scientists Presented Papers*

And so on to the 3rd Congress of Chemistry. As I have said, "Eddie" de Navarre submitted an interesting paper on the American Contribution to Modern Cosmetology. The 1954 laurate of the French society of Cosmetology, Jean Morelle, spoke of the French contribution. The German, Belgium, Swiss, Italian and British contributions to this combined art and science were dealt with respectively by Hugo Janistyn, J. A. Demi, Mille, le Dr. Avelle, Dr. Paulo Rovesti and myself.

A similar series of national surveys of the Evolution of Perfume Chemistry throughout the World was chiefly

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# The Third Salon de la Chimie

by  
F. V. Wells\*



remarkable for a long and detailed lecture by Dr. Max Stoll (Switzerland) and a neat, well-balanced historical survey by A. H. Ruys (Holland). Once again, I was greatly impressed by Mr. Ruys' remarkable linguistic achievements: Naarden's chief chemist speaks not only his native Dutch but also excellent English, admirable French and, I am told, equally effective German.

Other papers dealt with the analysis of pure perfumery chemicals (Dr. W. D. Fordham and M. F. Carroll); azulene and its derivatives (Dr. H. K. Thomas); Bulgarian essential oils (Dr. N. Nicolov); North African bergamot (Marcel Schwob); cosmetic allergy (Dr. H. C. Friederich); and new research on the action of placenta extracts on the skin (read by co-author Mlle. le Dr. E. Gotttron.) May I add that both the lady doctors present, Mlle. Gotttron and Mlle. Avallé, were most appropriately distinguished by their personal attractiveness, outstanding intellectual qualities and obvious faith in the serious importance of cosmetic science.

## Orchids

While handing out the compliments, it is impossible to omit Dr. Sébastien Sabetay, editor-in-chief of *Industries de la Parfumerie*, who seems to be making a personal speciality of this type of well-organized conference, and who, in so doing, is also performing a very special kind of service to the cosmetic industry throughout the world. Thanks are also due to such able collaborators of his Messrs. Schmuck, Gattefossé, Colson, Vélon, Morelle, Harlan and Contier—as well as to Monsieur Meunier, president of the Society of French Perfumers.

I have neither the time nor the space, unfortunately, to summarise any of the papers, or to do more than mention in passing the film shows and cocktail parties that added a little welcome light relief to the main busi-

ness of the meeting. What is particularly valuable on these occasions is the opportunity for cosmetic chemists, perfumers and others to meet in congenial, appropriate surroundings and to talk "shop" without becoming bored or boring.

## Combination Trade and Technical Fair

The Salon de la Chimie itself is a sort of trade and technical fair. On one stand I saw a display of "Starvon", a new 100 per cent synthetic detergent toilet cake made by Sinnova S. A. Other exhibits ranged from otto of rose to spectrophotometers; and from new plastics and petroleum derivatives to anti-corrosive agents and pharmaceuticals.

Perfumery is my chief personal interest in this absorbingly interesting field of business, so I was naturally delighted to talk things over with my old friends "Kot" Wériguine, of Chanel, and Jean Hervelin of Lancôme. Young Jean speaks excellent English and was formerly with Coty in London. I also met M. Roubert, Coty's chief chemist in Paris, and François Harlan, who has carried out quite a lot of specialised work on soap perfuming. Another perfumer whom I met at the conference was Guy Robert of De Laire who was once attached, I recall, to the staff of Polak & Schwarz. Prominent among the cosmetic chemists were the well-known co-authors of the new edition of "Cerbelaud", namely Jean Morelle, Pierre Vélon of Lancôme, and René Colson. All of these asked me to pass on their best wishes



Left to right: Eugène Bourdet, René Colson (past president of the Société Française de Cosmétologie), F. V. Wells, François Harlan, Louis Schmuck (Gattéfosse S. A.), Jean Movel, J. J. Vosganiantz, Dr. R. Matalon, J. Johanet, Pierre Velon (chief chemist, Lâncome), Dr. R. Renaux.

to the *A. P.* and particularly to the celebrated author of "Desiderata."

#### Recreation in Paris

So much for the hard work—and I really do call it hard work when one is obliged to devote a whole week-end to business, even in Paris. As for myself, I confess to being a glutton for amusement, so I recall with pleasure the Bulgarska Rosa and Madame Maury cocktail parties; the excellent lunch given at the Restaurant Ruc to nine of us cosmetic and soap chemists by M. Johanet, publisher of *Parfums, Cosmétiques, Savons*; the lunch given by S. P. C. at the Périgord; and a really delightful dinner at the Cicogne. (Art Buchwald, in his "Paris after Dark", is quite right in calling the Cicogne a "gastronomic palace", where "you will find French food at its best.") The most excellent of all dinners, however, was that to which M. and Mme. Morelle invited Dr. Sabetay and myself, and after which we saw, in Jean Morelle's study, the manuscript of his forthcoming book on Bio-Cosmetology. In the company of Henri Monod of UCLAF (Roussel Laboratories) I paid flying visits to La Calavados and the oddly styled Whisky a Gogo. My old friend René Colson and I rounded off one evening with a visit to Madame Arthur's in the Rue des Martyrs. Here the waitresses and entertainers are men dressed like women and (to quote Buchwald again) "it's the sort of place that makes you glad you're normal." Fortunately there were plenty of wives and girl friends in the audience, and René and I had a great deal to chatter and laugh about. A fitting if somewhat rowdy end to a crowded ten days in Paris.

#### Other Interesting Personalities

In my previous communiqué I told about that young and elegant American publicist Harrison Elliott, who runs fashion and beauty promotions from his 7th floor eyrie at 20 Place de la Madeleine. One of his colleagues is S. P. C. local representative and authority on make-up, beauty aids, perfumes and the *haute couture*, Jane Barry; while another, whom I met for the first time in December, is American Bob Teague, a journalist and publicist who moves chiefly in the exalted world of receptions, first nights and fashion shows, and who was a close personal friend of the much-lamented Jacques

Fath. Harrison himself organised the recent display of Dutch fashions at the Dorchester Hotel, London. He is also in charge of publicity for a new perfumery venture due to be launched in Paris within the next few weeks. All he would give me, in the way of advance news, is that the promotion involved the opening of a novel type of stall or booth display, based on the old-time *boutiques*. I've already asked him to send full details and photos to this Journal when the story is ready to "break."

Visiting these busy offices one morning, on an occasion when I too, for very good reasons of my own, had dropped in for a black coffee, was an interesting and entertaining youngster from New York named Douglas Jones. Fair-haired, crew-cut Douglas is making quite a stir in the field of fashion photography. Married to a lovely (and even luscious) model, he seems to have all the right incentives, background and qualifications for his job. Some of his colour pictures are really ravishing. Unfortunately, his prices were a bit too high to interest me, but I certainly think that some of the larger American advertisers of perfumes and cosmetics might find his work well worthy of examination. Douglas Jones photographs are already well known to editors of the leading American, French and British fashion journals. He and the model wife are to be found, by the way at the Hotel Avenida.

#### Interest in S.C.C. Award to W. A. Poucher

The presentation of the 1954 Annual Award of the Society of Cosmetic Chemists to Yardley's chief perfumer and technical adviser, Mr. W. A. Poucher, F.P.S., F.R.P.S., has created immense interest both in England and France. Dozens of prominent people in the French cosmetic and perfumery industry questioned me in Paris about the nature of the award and desired me to pass on their congratulations to the recipient. The winning of such an international honour by a British chemist has had an extremely good press in London. Mr. Poucher's own local newspaper, the "Lincolnshire Standard" centered the story on p. 10 of its December 25th issue, under the title: "The Year's Success Story: Lincs. Apprentice Finds Fame: International honour for world-travelled chemist." It goes on to mention that Mr. Poucher is the elder son of the late Mr. and Mrs. John Poucher of 22 Queen Street, Horncastle, Lincoln-



shire, and adds that he was educated at Horncastle Grammar School and was apprenticed at the drug store of the late Mr. H. Carlton, chemist and pharmacist, of High Street, Horncastle. They then extensively quote from a note that I originally wrote for S. P. C. Mr. Poucher, by the way, was present at the Dinner and Dance at the Café Royal, London, on January 28, on which occasion a notable guest of the Society of Cosmetic Chemists of Great Britain was Sir Hugh Linstead, Member of Parliament and Secretary of the Pharmaceutical Society of Great Britain.

#### **Basis of the Appeal of Perfumery**

May I be allowed to end on a semi-autobiographical note that may possibly be of interest to perfumers as well as amateur psychologists? Oscar Wilde's Dorian Gray wondered, you will remember, "What there was in frankincense that made one mystical, and in ambergris that stirred one's passions, and in violets that woke the memory of the dead romances, and in musk that troubled the brain." Marcel Proust also referred to the subjective reaction of the individual when writing of the memories evoked by the flavour of a certain kind of biscuit, the odour of a forgotten perfume and even the "smell of a shut-up room"—all those intangibles that "when our tears have dried, have the power to make us weep afresh." It is on such sensory impressions as these, on the linking of odours with personal experiences, that the immense importance of perfumery depends. I am reminded of this fact by a sudden fascination that I have acquired for Lancôme's Trésor, a fascination that probably exceeds and yet is inextricably interwoven with my appreciation, as a perfumer, of its olfactory character and constitution. For many years I have had a similar feeling about Houbigant's Quelques Fleurs and the Russian girl that I met at a birthday party. Other perfumes are associated in my mind with still other occasions and emotional reactions, but probably the most stabilising of all such influences, in my own life, has been a constant attachment to Millot's Crêpe de Chine. And now comes Trésor, like a new chapter with entirely different characters. I am moved, excited and a little apprehensive. The peach-jasmin-

incensed odour of Trésor takes me back to a sunny December morning in the Rue du Faubourg St. Honoré, where I visited the elegant little Lancôme salon, and then whirls my thoughts away to a black night in the heart of London, with the multicoloured lights of the Thames mirrored in its inky waters. In this world of changing stimuli and impressions, however, it is still possible for one *en quête de Trésor* to remain also a devotee of Quelques Fleurs, Mitsouko, Je Reviens and, of course, the inescapable Crêpe de Chine.

#### **Postscript in Lighter Vein**

Being constantly preoccupied with the transience of life (as is inevitable in one who is always working on a January issue in the previous December) I have always had a liking for the American catch-phrase: "It's later than you think." So I left with René Colson, as the advice of one hedonist to another: "C'est plus tard que vous ne croyez." He seems to have taken me seriously, for almost immediately after my visit he left Paris for a ski-holiday in the Haute Savoie.



Above: Author F. V. Wells on his way to the Salon.



Left: Members of the Société Française de Cosmétique occupied this combined stand at the Salon.



## Color for Packaging

**C**ONSUMERS' color preferences in packaging are based chiefly on unconscious or subconscious associations, according to Louis Cheskin, Director of Color Research Institute, Chicago, Ill.

"Very few consumers realize how greatly the package conditions their attitude toward a product," he asserted before a recent meeting of the Package Designers Council.

As an illustration Mr. Cheskin cited a research project with an instant coffee. A group of housewives were presented with three gift packages. Three weeks later, a researcher asked them which of the three they preferred and told them that they would be presented with a half dozen packages of their preferred blend. More than 80% replied that they preferred the coffee in the specially designed container. The researcher then asked each woman whether she would object if the same coffee were sent to her in one of the other two kinds of container (glass jar or can). Of the group 82% said that the container did not matter as long as the blend of coffee was the same as in the special container; 4% insisted that they wanted the coffee in the special container.

This study revealed that 4% were conscious of the container, whereas 82% of the women were not aware that the package influenced their decision. All three gift packages contained the same blend of coffee.

Tests made at Color Research Institute to probe unconscious levels, Mr. Cheskin said, show that some colors have high preference ratings, others extremely low ones.

According to the studies some colors rate higher with men than with women. Men usually prefer deep shades while women favor pastel shades. Some hues, Mr. Cheskin pointed out, get progressively higher or lower ratings as they are diluted or neutralized with amounts of gray or white.

Rarity is also a factor in color preference, Mr. Cheskin found. Colors seen only occasionally provide stimulating elements of surprise and newness.

Magenta red and blue are popular colors but yellow-green has a low preference rating. Blue-green was found to have a higher preference rating than a yellow-green. A pure orange-red has a very low preference rating, but when diluted with white and converted into peach its preference rating is high.

According to Mr. Cheskin, geometrical designs have higher favor with men than with women. The more curved, graceful lines appeal to women.

Carl E. Foss, nationally known color consultant and a guest speaker at the special meeting, pointed out that a good many pre-conceived ideas about color are being exploded.

"The idea that certain colors are synonymous of warmth and coolness isn't logical," he said. "Blue, for instance, can be a warm color while red can be a cold color."

Mr. Foss indicated that he believed that decisions on a package's color and design should rest on the designer rather than on the results of consumer questionnaires. There is generally a lack of conviction on the part of the consumer, he pointed out.

Mr. Foss believes that the consumer can be influenced by too many things which have no bearing on the

product's particular marketing problem and in no way can contribute to the package's efficacy. He reminded his audience that a consumer frequently will voice a preference for a color because it goes with something he already has, or because it is associated with something currently pleasant. Furthermore, it should be taken into account that, with regard to color, some people have dull perceptions, others very sharp perceptions.

The human eye can distinguish 10 million colors, according to Mr. Foss. If all these colors were placed on thin paper swatches the entire stack would be three times as high as the Empire State Building.

Egmont Arens, noted designer and a founding member of PDC, advanced the debate by emphasizing the "style change" influence on color preferences and the seasonal appeals of certain hues. He also expressed the belief that popular acceptance of a certain color tone eventually can reach a saturation point.

## Convention Speakers

**H**ERE distilled from approximately a thousand hours of listening, are some of the "don'ts" which we think should be observed by convention speakers.

Don't waste time telling the audience how deliriously happy you are to appear before them, or subject them to a blow-by-blow account of what the program chairman said to you, and what you said to him, when he invited you to participate. Anybody in the audience who has ever been where you are damned well knows you're not particularly happy about it; and the remarks which pass between program chairman and their intended victims are usually about as dull as anything that takes place in the entire realm of conversation.

Don't give your audience that dreary old business about how inadequate you feel to carry out the mission you've been assigned. If you really felt that way about it, you should have turned the assignment down cold.

Don't feel under the slightest obligation to tell a story unless you've got one that is both pertinent and funny, and unless some penetrating and usually adverse critic, such as your wife, encourages you to think you can do a fairly good job of it. In any event, make it short, and if it goes over, don't crowd your luck by trying another.

If there's a microphone, don't regard it as a crutch made for sissies with soprano voices. Without the mike the chances are that booming basso profundo you're so proud of won't carry beyond the third row. We've often wondered why program chairmen don't get their speakers together before each session for a few minutes of practice with the amplifying system.

If you can cover the subject which was assigned to you in ten minutes, don't feel obliged to rattle on for half an hour just because the chairman said you could take that long. There'll usually be a couple of windbags who will take twice the time allotted to them, and even if there aren't, it would be good clean fun for everybody concerned if the session actually broke up 20 minutes ahead of schedule.—*William M. Avery.*

Some folks think they are big shots just because they explode.—*The Item.*

# OIL OF YÜH TSU

*Citrus, Maxima* (Burm f) Merrill.

Essential Oils II<sup>1</sup>

Ping-Hsien Yeh\*



THE peel of *Citrus Maxima* (Burm f.) Merrill gave 0.15% of essential oil consisting of about 90% d-limonene, 0.6%  $\alpha$ -pinene, 1% cadinene, 2.5% terpene alcohols, 3% sesquiterpene alcohols, and 0.2% an ester-like fragrant substance.

"Yüh tsu," *Citrus maxima* (Burm f.) Merrill, is a common *Citrus* tree in Taiwan. The flowers of this tree blossom in March, turning into large fruit, about 25 cm. in diameter, ripening in October. The vitamin C content<sup>2</sup> and the flower wax<sup>3</sup> of *Citrus maxima* have been studied.

So far as I know, no one has published any investigation on the essential oil of this fruit. In the present work, the essential oil of *Citrus maxima* peel, pale yellow oil having lemon-like fragrant odor, was obtained, by steam distillation, in 0.15% yield. On fractional distillation the oil gave ten fractions (fractions a-j), five of which were d-limonene, identified as the tetrabromide.

This constituted about 90% of the total.

The fraction a gave on redistillation a new fraction a' (1.0 g.) boiling below 170°. It has been known that essential oils of many *Citrus* fruits contain  $\alpha$ -pinene.<sup>4</sup> From the physical constants of the fraction a',  $d_{20}^{30}$  0.8361 and  $n_D^{30}$  1.4660, the presence of  $\alpha$ -pinene, having larger density, smaller refractive index, and lower boiling point than d-limonene, was supposed. In fact, the presence of  $\alpha$ -pinene in this fraction was confirmed by its derivative.

The physical constants of the fractions f, g, and h suggested the presence of terpene alcohols. However, all attempts to prepare crystalline derivatives, including phenylurethan, nitrosochloride, semicarbazone, and ox-

ime were unsuccessful. These fractions also gave negative Tollens' test.

Heating the fraction i with sodium, d-cadinene was separated from sesquiterpene alcohols and identified as its dihydrochloride. Besides, an ester-like fragrant substance was also obtained. The sesquiterpene alcohols separated from the above treatment was oxidized with chromium trioxide. The semicarbazone of the oxidation product, however, could not be obtained in crystalline form.

## Experimental

### Material

On steam distillation of 139 kg. of the fresh peel from the ripened fruits of *Citrus maxima* (Burm f.) Merrill, grown near Taipei, (Taiwan), 210 g. of pale yellow essential oil, having lemon-like fragrant odor, was obtained in 0.15% yield, based on the peel used. The constants of the essential oil are as follow:

$d_{20}^{30}$  0.8417,  $n_D^{30}$  1.4702,  $[\alpha]_D^{30}$  103.62, saponification value 6.96, saponification value after acetylation 34.55, acetyl value 27.73.

The essential oil, on distillation thrice with a Widmer column, gave ten fractions as indicated in Table I.

### Fractions a-e.

From their physical constants the main constituent of these fractions was considered to be d-limonene.

d-Limonene tetrabromide.<sup>5</sup> To a solution of 5 g. of the fraction d in 20 g. of ethanol and 20 g. of ether was added excess amount of bromine under ice-cooling. The reaction mixture was placed in an evaporating dish and the solvents were allowed to evaporate at room temperature. The residue was washed with cold ethanol and recrystallized from ether, m.p. and mixed m.p. with an authentic specimen of d-limonene tetrabromide were 103-104°, no depression.

The fraction a gave, on redistillation, a new fraction a' (1.0 g.,  $d_{20}^{30}$  0.8361,  $n_D^{30}$  1.4660) boiling below 170°.

\* Essential Oil Laboratory, Provincial Industrial Research Institute, Taiwan, China.

(1) Part I. J. Japan. Chem. Soc., 60, 1242 (1939).

(2) De and Barai, J. Indian Chem. Soc., 25, 389 (1948).

(3) Yasunaga, J. Pharm. Soc. Japan, 72, 869 (1952).

(4) Guenther, "The Essential Oils," D. Van Nostrand Co. Inc., New York, 1949, Vol. III, pp. 5-394.

(5) Baeyer, Ber., 27, 448 (1894).

TABLE I

Distillation of the oil of *Citrus maxima* peel (190 g.)

Fraction	B. P. (°C)	Weight (g.)	B. P. (°C/76 Omm.)	$d_{40}^{20}$	$n_D^{20}$	$[\alpha]_D^{20}$	Color
a	70-75 (25mm.)	2.5	171	0.8332	1.4683	+ 85.31 <sup>a</sup>	Colorless
b	75-77 ( " )	2.8	172.5	0.8328	1.4689	+100.91	"
c	77-78 ( " )	29.5	175	0.8337	"	+107.30	"
d	78-78.5 ( " )	45.6	175	0.8323	"	+112.76	"
e	78.5-81 ( " )	70.4	176	0.8345	1.4690	+117.36	"
f	90-95 (7.5mm.)	0.6	179 (decompn.)	—	1.4723	—	"
g	95-105 ( " )	1.9	205 ( " )	0.9247	1.4811	+ 30.47	Pale yellow
h	105-120 ( " )	1.6	225 ( " )	0.9359	1.4897	+ 6.62	Yellow
i	120-155 ( " )	7.1	255 ( " )	0.9519	1.5020	— 2.52	Orange yellow
j	Residue	4.8					Dark brown

TABLE II

Distillation of the reaction product of the fraction i with sodium

Fraction	B. P. (°C/9mm.)	Weight (g.)	B. P. (°C/76 Omm.)	$d_{40}^{20}$	$n_D^{20}$	$[\alpha]_D^{20}$	
A	135-150	2.0	252	0.9285	1.4991	+0.9 <sup>a</sup>	(sesquiterpene)
B	150	0.5	—	0.9353	1.5042	—	(ester?)
C	Residue						

A solution of 1.0 g. of the fraction a' in 5 ml. of ether was saturated with dry hydrogen chloride gas at 10°, then stood at -5° for an hour, recrystallized from absolute methanol gave small amount of colorless crystals, m.p. with an authentic specimen prepared by the same procedure from  $\alpha$ -pinene, 131-132°.<sup>6</sup>

Fractions f, g and h.

From the physical constants of the fractions the chemical composition was considered to be terpene alcohols. All attempts to prepare crystalline derivatives, including phenylurethan, nitrosochloride, semicarbazone, and oxime, however, were unsuccessful.

These fractions also gave negative Tollens' test.

Fraction i.

From the physical constants this fraction was supposed to be a mixture of sesquiterpene and sesquiterpene alcohol. This fraction was heated with 2 g. of sodium metal at 110-120° for 2 hours under 60 mm. vacuum, then distilled *in vacuo*. The fractions obtained are listed in Table II.

A solution of 1 g. of the fraction A in ether was saturated with dry hydrogen chloride gas under ice-cooling. Then ethanol and water was added to the cold reaction mixture and stored in an ice-box for several days. The crystals thus obtained were recrystallized from ethanol, m.p. and mixed m.p. with an authentic specimen of d-cadinene dihydrochloride, 117-118°,<sup>7</sup> no depression.

Fraction B. From its fragrant odor this fraction was considered to be an ester.

Fraction C, the residue, containing some excess sodium, was decomposed with water and the alcohol thus regenerated was oxidized with chromium trioxide. The attempt to make semicarbazone from the oxidation product in crystalline form was unsuccessful.

(6) Thurler and Thielke, J. Am. Chem. Soc., 53, 1032 (1931).

(7) Gildemeister and Hoffmann, "Die Atherischen Ole." 3rd. Ed., Vol. I, p. 378.

A lot of men who talk so profusely about capital and labor never had any capital and never did any labor.—*The Item*.

## New Accounting for Tastes

TASTE or odor panel tests are assuming increasing prominence in the development, improvement, and evaluation of food products. Appraisals by panels, "expert" or otherwise, are also made of many other aspects of subjective judgment or opinion aside from the organoleptic. The size and composition of panels and the qualifications of the individual judges, not only from the standpoint of sensory acuity but in the light of economic, racial, cultural, and geographic factors, are essential points to be considered in planning such studies. Perhaps as important as any of these, is the statistical design of the experiment which should yield a maximum of information with minimum bias and at the least cost and effort. By means of balanced incomplete block designs it is possible to obtain statistically valid judgments of large numbers of samples with relatively small panels.—*Abstract from Food & Drug Research, Food Research Laboratories.*

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ACCORDING to William J. Tobin in an article in *Printers' Ink*, abstracted by *Executives' Digest*, the characteristics of a good salesman are:

1. An ability to ask questions and provoke leading answers.
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# Role of Glycerine in Suntan Cosmetics

Properties as an emollient, spreader, humectant and adhesive. . . . Formulas for lotion, cream and new type preparations. . . . Official formula and umbrella formulas

ROBERT A. STETSON

**G**LYCERINE, one of the basic raw materials of the cosmetic industry, finds extensive use in suntan lotions and creams. As the popularity of such preparations has grown, so has the demand for glycerine in the formulation of new and improved suntan products.

One survey<sup>1</sup> shows that retail sales of various suntan aids totaled \$5,973,000 in 1953, an increase of 12.9 per cent over the previous year. This report cites the fact that only 3 per cent of the people used some kind of suntan lotion 20 years ago. By 1953, however, the demand for such products had reached the stage where 29.5 per cent of the women had bought a sunburn preventive of some kind.

There is no question that the major part of these purchases was for suntan lotions, especially those of the non-oily, hydro-alcoholic type. For as Thomssen observed,<sup>2</sup> the most satisfactory suntan preparations are those made as lotions. In such products the sun screen is dissolved in alcohol, isopropyl alcohol or similar solvent that leaves the screen on the skin after evaporating.

"Glycerine," says this authority, "is a good additive to such preparations for it acts as an emollient, spreader and adhesive." Also pertinent are Ruemele's<sup>3</sup> observations in his discussion on the role of glycerine in cosmetics in general, and alcoholic lotions in particular. He notes that the application of a sufficiently concentrated alcoholic solution has a marked drying effect on the skin, but this can be counteracted by the addition of glycerine. The emollient action of glycerine as well as the moisture it attracts from the air serve to maintain the skin in a soft and smooth condition.

Another aspect of glycerine's value in lotions is brought out by Grace.<sup>4</sup> Because of its high boiling point, glycerine is virtually non-volatile, whereas either alcohol or water would evaporate from the skin. This

property, coupled with its greater viscosity, helps to retain the active materials for a longer period upon the skin surface. Moreover, glycerine's viscosity imparts a desirable "body" and feel to suntan lotions.

## Lotion Formulas

The use of these properties of glycerine is well illustrated in the many formulas for suntan lotions appearing in the cosmetic and dermatologic literature. Some sources permit leeway in the selection of the most appropriate sun screen agent, while others specify the type of filter to be included in the preparation. An example<sup>5</sup> of the former, a basic formula for making a hydro-alcoholic suntan lotion, is as follows:

Sun screen	5.0 parts
Alcohol, 95%	35.0 "
Glycerine	10.0 "
Water	50.0 "

The following formula,<sup>2</sup> in which the sun screen is specified, offers an interesting example of the wide variation in formulation that is possible with the same basic ingredients:

Menthyl salicylate	11.50 per cent
Alcohol	10.00 " "
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Perfume	0.25 " "

In his comprehensive report on the dangers of sunburn, Waisman<sup>6</sup> provides essential information on methods for securing a healthful suntan without damage to the skin. Among the most useful measures is the use of a satisfactory sunburn-preventing lotion, such as the following glycerine-containing preparation:

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Glycerine	10.0 " "
Water	25.0 " "

It is suggested that the addition of 2 per cent of tannic acid will help to simulate suntan, and will increase the sunburn-protective effect of the lotion.

A much higher proportion of tannic acid is present in the following sunburn protective lotion recommended by Lascoff:<sup>7</sup>

Tannic acid .....	12.0 Gm.
Phenyl salicylate .....	8.0 "
Glycerine .....	8.0 cc.
Alcohol, 70 % to make .....	240.0 cc.

The use of glycerine in suntan preparations is also indicated in Klarmann's<sup>8</sup> comprehensive review on sunburn and suntan. A type formula for a suntan lotion, as offered by this authority, consists of:

Isobutyl-para-aminobenzoate .....	2.0 per cent
Propylene glycol ricinoleate .....	10.0 " "
Glycerine .....	10.0 " "
Alcohol .....	65.0 " "
Water .....	13.0 " "
Perfume and colors .....	sufficient

The following alcoholic suntan lotion is also listed by Thomssen<sup>2</sup>:

Menthyl anthranilate .....	2.0 per cent
Ethylene glycol monosalicylate .....	5.0 " "
Alcohol .....	60.0 " "
Glycerine .....	10.0 " "
Perfume .....	0.5 " "
Water, distilled .....	22.5 " "

*Mix all the ingredients except the water until a clear solution is formed. Gradually add the water, stirring well. Age and filter before filling.*

Sometimes small proportions of natural or synthetic gums are incorporated in suntan formulations to improve the adherence of the sun screen and increase the viscosity of the lotion. In such preparations glycerine may also serve the added function of a plasticizing agent, acting to prevent the protective film from drying and scaling on the skin. The following formula<sup>9</sup> provides an example of the use of a vegetable gum in making such a lotion:

Quinine bisulfate .....	3.50 per cent
Glycerine .....	5.00 " "
Gum tragacanth, powder .....	1.50 " "
Alcohol .....	16.50 " "
Citric acid .....	0.75 " "
Water .....	72.25 " "
Perfume .....	0.50 " "

*Mix the gum tragacanth powder with one-half of the alcohol and add it to one-half of the water. Dissolve the quinine bisulfate in the remainder of the alcohol and add the perfume. Dissolve the citric acid in the remainder of the water. Add the glycerine to the citric acid solution; then add the quinine solution, and finally the mucilage. Mix well.*

More modern is the following glycerine-containing suntan lotion<sup>10</sup> in which the synthetic gum, methyl cellulose, is incorporated:

Methyl cellulose .....	0.5 per cent
Glycerine .....	2.0 " "
Alcohol .....	10.0 " "
Water .....	80.5 " "
Sun screen .....	7.0 " "

*Wet the methyl cellulose with the alcohol. Add the glycerine and water and stir until dissolved. Add the sun screen and mix thoroughly.*

Occasionally the patent literature offers interesting examples of the use of glycerine-containing lotions as vehicles for novel sun screen compounds. The patent granted to Miglarese,<sup>11</sup> for example, describes the use of anti-sunburn compounds which not only possess the usual desirable characteristics of sun screening agents, but in addition are substantive to the skin, thereby providing long-time protection from sunlight. Agents of this sort—including 9-ethyl-3-dimethyl-aminocarbazole, 4-methyl-7-dimethyl amino coumarine and others—can be applied to the skin in the form of a solution of alcohol, glycerine and water. They may also be dispersed in vanishing cream vehicles.

#### Cream Types

Glycerine, of course, enters extensively into the manufacture of cream formulations as well. Such preparations, packaged in jars and tubes, also enjoy wide popularity. In these products, the vehicle has a considerable influence on the efficacy of the sun screening agents and on the general acceptance of the suntan cream.

It is recognized<sup>12</sup> that perhaps the best base for a suntan cream is one of the vanishing type which can be rubbed into the skin, leaving a film of sun screen that is not easily removed by mere contact. Being non-greasy, such products can be rubbed into the skin quickly and leave the surface dry.

Glycerine is an essential raw material of vanishing cream bases. In addition to its soothing and emollient effects on the skin, glycerine improves the characteristics of the cream base itself. Not only does glycerine lend smoothness and anti-rolling properties to the vanishing creams, but it also prevents drying out. For glycerine is an outstanding humectant, and its value as a plasticizer, softener and spreading agent is intimately tied up with this basic quality. In fact, glycerine is considered the standard by which other humectants for cosmetic creams may be judged.<sup>13</sup>

The place of glycerine in vanishing type bases for making suntan creams was indicated in the studies of Russell and Anderson.<sup>14</sup> In their report they stated that protection against sunburn is provided most conveniently by a vanishing cream base containing a sun screen. Of the several bases investigated by these workers, the following glycerine-containing vanishing cream base was recommended as a stable emulsion of good cosmetic quality:

Stearic acid .....	25.0 per cent
Triethanolamine .....	1.0 " "
Glycerine .....	10.0 " "
Cocoa butter .....	1.0 " "
Cetyl alcohol .....	0.5 " "
Water, distilled .....	62.5 " "

*Dissolve the triethanolamine in the water, add the glycerine and heat to about 65°C. Melt the other ingredients together at about the same temperature and add to the aqueous portion with constant but gentle stirring until cool. Package in air-tight containers.*

With some sun screening action of its own, this base yielded efficient suntan creams with the addition of sun screens like 2.5-5 per cent tannic acid, 5 per cent quinine hydrochloride, or 5 per cent tripeleannamine (Pyri-benzamine).

The technical literature offers many other examples of how glycerine and its unique combination of properties are used to advantage in making suntan creams. Illustrative is the following formula for a suntan cream as listed by Thomssen,<sup>2</sup> Klarmann<sup>8</sup> and others:<sup>15</sup>

Stearic acid	20.0 per cent
Cetyl alcohol	0.5 " "
Menthyl anthranilate	4.0 " "
Ammonium hydroxide (26° Be.)	1.0 " "
Sodium hydroxide	0.4 " "
Glycerine	10.0 " "
Water	63.8 " "
Perfume	0.3 " "

Heat the first three ingredients together to about 80°C. To them add a mixture of the next four ingredients which have been heated to the same temperature in a separate vessel. Stir at a steady moderate speed until cold. Perfume is added when the temperature has dropped to about 40°C.

Of a somewhat different nature, but containing glycerine and utilizing the same sun screen, is the following sun protective cream recommended by Lascoff:<sup>16</sup>

Menthyl anthranilate	3.5 Gm.
Petrolatum, white	12.0 "
Glycerine	6.0 "
Stearyl alcohol	12.5 "
Sodium lauryl sulfate	0.5 "
Water, distilled	20.0 cc.
Preservative	sufficient

Those interested in the development of new types of suntan preparations or the most efficient utilization of improved sun screening agents know the advantage of using glycerine in their formulations. Thus, in their patent specifications, which describe the use of hydroquinone stabilized with laevo-ascorbic acid as the sun screen, Schwenk and Henderson<sup>17</sup> incorporate glycerine as an ingredient in all their examples of suntan preparations. Illustrative is the following formula for making a fine vanishing type suntan cream:

Stearic acid	20.00 Gm.
Cetyl alcohol	2.00 Gm.
Hydroquinone	5.00 Gm.
Laevo-ascorbic acid	0.25 Gm.
Borax	1.00 Gm.
Sodium carbonate	2.00 Gm.
Glycerine	6.00 Gm.
Water, to make	110.0 Gm.

#### New Types

A British patent<sup>18</sup> which introduces triethanolamine salicylate as a sun screen in a mucilaginous or jelly-like vehicle specifies the use of glycerine as a humectant. A general formula for making such an anti-sunburn preparation is given as follows:

Sodium alginate	1-5 per cent
Witch hazel extract	5-10 " "
Glycerine	5-25 " "
Triethanolamine salicylate	5-10 " "
Water, to make	100 " "

Suntan creams containing high proportions of fatty or oily ingredients may also benefit from the inclusion of glycerine. This is illustrated in the following formula by Vallance:<sup>19</sup>

Beeswax, white	15.0 per cent
Lanolin	3.0 " "
Stearyl alcohol	1.5 " "



Glycerine	7.0 " "
Peanut oil	13.2 " "
Mineral oil	25.0 " "
Borax	0.8 " "
Sun screen	4.0 " "
Perfume	0.5 " "
Water, distilled	30.0 " "

Where a liquid emulsified suntan cream is desired, the following glycerine-containing formula<sup>3</sup> should serve:

Avocado pear oil	2.0 per cent
Sun screen (menthyl salicylate, etc.)	8.0 " "
Stearic acid	4.0 " "
Triethanolamine	0.8 " "
Lanolin	2.0 " "
Glycerine	5.0 " "
Preservative (methyl paraben, etc.)	0.1 " "
Water	78.1 " "

#### Official Formula

It is significant that the official pharmaceutical suntan preparation, the sun cream of the National Formulary IX, contains a substantial proportion of glycerine. This sun cream is of interest because it contains both chemical and physical sun screening agents, the latter in the form of opaque pigments. It was felt that this cream, originally developed by Green<sup>20</sup> as a general protective against detrimental exposure to the sun, could also be useful for individuals particularly sensitive to sunlight and for certain types of photosensitization. This official cream consists of:

Phenyl salicylate	50.0 Gm.
Ethyl aminobenzoate	20.0 Gm.
Titanium dioxide	10.0 Gm.
Neocalamine	10.0 Gm.
Ferric oxide, yellow	1.0 Gm.
Coumarin	1.0 Gm.
Wax, white	20.0 Gm.
Triethanolamine	5.0 Gm.
Stearyl alcohol	80.0 Gm.
Stearic acid	20.0 Gm.
Glycerine	100.0 Gm.
Water, distilled, to make	1000.0 Gm.

Warm the triethanolamine and the stearic acid together on a water bath for ten minutes, add the white wax and the stearyl alcohol, and continue to heat until completely melted. Dissolve the phenyl salicylate, ethyl aminobenzoate and the coumarin in this mixture. Add the titanium

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dioxide, neocalamine, and ferric oxide in a state of fine division and mix well. Add the glycerine and water, previously heated together to about 70°C. with constant stirring. Continue stirring until the resulting emulsion has an ointment-like consistency.

Quite recently, Hammarlund<sup>21</sup> set out to improve this official sun cream. The following formula resulted from his efforts:

Ethyl aminobenzoate	30.0 parts
Stearic acid	63.0 "
Triethanolamine	8.0 "
Stearyl alcohol	45.0 "
Carbowax 1540	30.0 "
Titanium dioxide	10.0 "
Neocalamine	10.0 "
Brown ferric oxide	1.5 "
Methylparaben	2.0 "
Coumarin	0.5 part
Glycerine	100.0 parts
Distilled water, to make	1000.0 "

Warm the triethanolamine and the stearic acid together on a water bath for ten minutes, add the Carbowax 1540 and the stearyl alcohol and continue heating until completely melted. Dissolve the ethyl aminobenzoate and the coumarin in this mixture. Add the finely powdered titanium dioxide, neocalamine, and brown ferric oxide and mix well with continued heating. Dissolve the methylparaben in the water and glycerine mixture which has previously been heated to about 80°. Slowly add this hot aqueous solution to the melted ingredients with constant stirring. Discontinue heating but continue the stirring until the emulsion formed has an ointment-like consistency.

The improved cream, in addition to being easier to manufacture, has greater sunscreensing ability; better local anesthetic properties; better consistency; more desirable color, odor, and pH; and greater stability. It is the opinion of Hammarlund and also of many who have used the improved suntan cream under actual midsummer suntanning conditions, that the product is superior in every respect to the official cream.

#### "Umbrella" Formulas

Some preparations of the so-called "umbrella" or "sunshade" type depend for their action upon sun blocking action of physical screens. Preparations of this sort, which contain various pigments, are indicated for the protection of individuals who are particularly sensitive to sunlight. Glycerine is a useful component of such preparations, serving to improve the spreading properties and tending to combat the drying and subsequent dusting of the pigmented products. A typical preparation of this nature, as suggested by Russell and Anderson<sup>14</sup> consists of:

Calamine	15.0 parts
Zinc oxide	5.0 "
Bentonite	2.0 "
Glycerine	5.0 "
Water, distilled, to make	100.0 "

Of interest in connection with measures to protect sunsensitive skins is the work done about a decade ago by Roffo.<sup>22</sup> To this end, he covered the skin with a



cream containing chlorophyll, which has a selective absorption of the long ultraviolet rays. It was stressed that the selection of the vehicle, in this case a gelatin-glycerine combination or lanolin, is of importance in the method.

As in other phases of modern cosmetic manufacture, glycerine continues to contribute to better suntan preparations of various kinds. Developments in this field will further extend the usefulness of this versatile material.

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### What Chain Store Retailers Want from Manufacturers

JAMES COOKE, chain store executive outlines the following points which he feels retailers, particularly chain stores, want from manufacturers:

1. The retailer wants cash discounts.
2. He wants advertising allowances. The retailer's meager margin cannot provide for the amount of advertising he needs to offer multifarious products for sale. A few large retail and wholesale organizations are not in favor of advertising allowances because they find it difficult to qualify for them. This is no reason to deprive others who can and do qualify.
3. The great variety of products gives retailers a space problem. Manufacturers can help by screening their lines and eliminating sizes which are not necessary.
4. Manufacturers should clearly mark contents of merchandise on the exterior of cases, make cases easy to open and leave a place for stamping the price.
5. Cases should have a tear strip similar to the kind used on a pack of cigarettes. Every week many packages are damaged by sharp edged tools used for opening cases.
6. Retailers appreciate manufacturers' promotions.

Self-service means more efficient operation to the retailer. It provides more traffic per square foot of store space. It builds up the average sale, and necessitates fewer clerks, each of whom handles more sales. In short it increases the retailer's volume at the same time it lowers his overhead.—Donald M. Hobart.

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POND's, in a special, limited time, winter promotion has reduced the price of the regular 98 cent plastic squeeze bottle of Angel Skin Lotion to 79 cents. A two-tier display package holds six bottles.

COLGATE-PALMOLIVE CO. is sponsoring "The Millionaire," a filmed dramatization, Wednesday evenings over the CBS-TV network.



Tintair's new hair coloring cream

TINTAIR launches Lanair, a hair creme color-dress to help condition hair and scalp, and to keep hair in place. It is sold at \$1.25 in blonde, red, brunette, platinum or grey. A combination package contains Lanair with the large size matching hair coloring at \$2.29, or with the touch-up size of hair coloring at \$1.79.

NORTHERN WARREN CORP. is promoting its Odorono deodorant with an extra 15 per cent cash payment on orders totaling \$9 or more (at wholesale value) in February. The promotion is further backed through advertising on three major NBC television network shows.

COTY is presenting, for the first time, Old Spice After Shave Lotion in a self-service counter unit.

NORTHAM WARREN CORP. combines the regular 25 cent size of Oily Cuticle Remover and the 49 cent economy (6 oz.) size of Oily Polish Remover, a total 74 cent retail value, for 59 cents.

HOUBIGANT offers Body Tone beauty treatment in a new package of three one-ounce bottles, to sell for \$1.

COTY is marketing Vitamin A-D Lotion, containing lanolin, for use on body and hand. The lotion was introduced at \$1 for the 8 ounce flacon; the regular price is \$2.

Ogilvie Sisters announces a limited time special sale on their 8 oz. Castile Soap Shampoo, regularly 75 cents, and their 8 oz. Thick Wave Lotion, regularly \$1, together \$1.25, through March only. The sale will not be held in certain mid- and far-western states.

LIQUINET CORP. is conducting a two-in-one sale of Liquinet and Mar-O-Oil Super Foamy Shampoo through March. The combination package, the Hair Care Duo, includes the 4-ounce, \$1.25 can of Liquinet and a 2-ounce, 25 cent bottle of Mar-O-Oil Super Foamy Shampoo. The \$1.50 combined value, packaged in a colorful boot, will sell for 99 cents. This sales push is being supported by an intensive advertising campaign of newspapers, supplements, magazines, trade papers and TV spots.

SHULTON is preparing national promotion of its new sunscreen lotion Bronz-tan through full-page magazine advertisements and in newspapers throughout the country during June.



Lenthier's gift quartet

LENTHERIC is distributing Four Keeps, a gift package for Spring, Easter and Mother's Day. The box features four open windows, each displaying a one-ounce bouquet bottle. Four different scents are represented; the quartet retails for \$2.

HOUBIGANT couples Liquid Skin Sachet, perfume with a sachet base, with either eau de toilette or a purse size vial of Chantilly perfume. The combinations retail for \$2 each.

REVLON is marketing a new nail polish basecoat, called Superbase, at 85 cents.



Tussy's Easter package

TUSSY COSMETIQUES will introduce a new Fragrance Trio for Easter. Bottles of Bright Secret Cologne Concentrate, Midnight Cologne and Contraband Cologne are contained in a gold foil box that closes like a book. Bottles are kept behind a cellophane window, each in its own section. The combination will be ready for retailing at \$2 by April 1.

THE BRISTOL-MYERS CO. is using a self-service floor display stand for Ipana toothpaste. It features a "building block" design on the front and sides, and incorporates a divided bin to separate the large and economy sizes of Ipana. A somewhat similar floor display stand is being distributed for the company's Vitalis Hair Tonic.

YARDLEY of London will break a spring promotion in February, ironically, of its April Violets fragrance line, consisting of perfume, sachet, cologne, soap, talc and dusting powder in new packaging. Keyed to the theme, Like a Breath of Spring, the promotion is spearheaded by the introduction of an April Violets Bouquet, a special package featuring a 1 1/4 ounce bottle of cologne and a sample size bottle of perfume, retailing for \$1.25, the price of the cologne. Other merchandising tools offered are a window panel, a simulated flower basket filled with the April Violets line for counter display, a counter cologne atomizer and advertising mats.



April Violet promotion in February



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If you do, you ought not delay too long about sending for a sample of a new cosmetic material called *Myvacet Distilled Acetylated Monoglycerides* that is just being introduced to the industry. There has never been anything quite like it.\* It is made from common fats or oils, but it is strangely non-greasy.

*Myvacet Distilled Acetylated Monoglycerides*, Type 5-00, a white solid at room temperature, provides a way of accomplishing the job ordinarily assigned to glycerol esters of stearic acid without making the product in any way greasy. It is very easily emulsified. The absence of greasiness and a

great gain in flexibility make Type 5-00 highly interesting for many cosmetic formulation problems.

Type 9-40 is a clear, practically colorless liquid at room temperature. It is completely miscible with castor oil and with alcohol-water mixtures containing as much as 20% water. It does what isopropyl myristate and isopropyl palmitate do in many preparations but does it without contributing greasiness.

There are many things you can find out about *Myvacet Distilled Acetylated Monoglycerides* by testing samples in your own formulas. How about letting us send you a data sheet and samples? Write **Distillation Products Industries**, Rochester 3, N. Y. Sales offices: New York, Chicago, and Memphis • W. M. Gillies and Company, Los Angeles, Portland, and San Francisco • Charles Albert Smith Limited, Montreal and Toronto.

\*Acetyls replace in varying degrees the hydroxyl groups of monostearin and other monoesters of glycerine. The product is purified in DPI's unique molecular stills.

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OSCAR OLIN offers Pritti Depilatory Treatment Kit at \$2. The product is expected to be promoted through women's magazines.

HOUBIGANT's Flatterie perfume and a small Sally Victor profile hat are coupled in a tie-in promotion.

JOHN H. BRECK, INC. will introduce its new 4 oz. size Breck Creme Rinse, to be sold at 60 cents, in a special combination package together with the 16 oz., \$1.75 size of Breck Shampoo. The combination will retail for \$1.75 starting March 1 for a limited time only.

## Chemical Abstracts

**Report on Deodorants and Antiperspirants—Determination of Boric Acid.** John E. Clements (Food & Drug Admin., Washington, D.C.). *J. Assoc. Offic. Agr. Chemists* 36, 791-3 (1953).—A modified Martin and Hayes method, involving an ion-exchange resin, gave av. recoveries of 99.5% boric acid in antiperspirants & deodorants. Thru C. A. 48, 10301b.

**Aging of Perfumes.** Gustav A. Novak, *Ather. Ole, Riechstoffe, Parfum, Essenz., u. Aromen* 4, 114-16 (1954).—Different methods and theories of the mellowing and aging of the perfumes are discussed. The use of slight quantities of acids as aging factor is underlined. C.A. 9629b.

**The Fungistatic and Fungicidal Activity of Vegetable Essential Oils and Their Components.** X. Vilanova and M. Casanovas (Univ. Barcelona, Spain). *J. Invest. Dermatol.* 20, 447 (1953).—Essential oils of Neroli, Portugal, Geranium palmarosa, linalool, and citronella have a marked fungistatic and fungicidal action. Eugenol and geraniol ointments were used successfully in the treatment of tinea of the scalp inguinal or interdigital epidermophytosis, herpes, and pityriasis versicolor. Most effective components of the oil are those of phenolic type, derivs. of sexivalent acyclic terpenes, and especially those double unsatd. Thru C. A. 9622i.

**Duplication Narcissus Perfume.** Shri Chand Jain (Rishabh & Kailash, New Delhi). *J. Proc. Oil Technol. Assoc. India, Kanpur* 8, 40 (1952).—The following formula duplicates narcissus perfume: p-cresol acetate 2.0, p-cresol phenylacetate 6.0, Et phenylacetate 4.0, heliotropine 2.0, terpineol 30.0, bromostyrene 1.5, phenylacetaldehyde (100%) 4.0, linalool pure 4.5, oil ylang ylang 1.5, oil petit-grain 4.0, methyl naphthyl ketone 2.5, indole (10%) 2.0, benzoin

R 4.0, aldehyde C 12 (10%) 2.0, benzyl acetate 16.0, isoeugenol 4.0, benzyl benzoate 10.0. Amaturing period of 1, preferably 2 to 3 months is recommended. Thru C. A. 9021b.

**Toxicology of Surfactants.** Louis C. Barail. *Soap and Chem. Specialties* 30, No. 6, 51-3, 109 (1954).—The subject is discussed under the subtitles: testing internal toxicity, oral toxicity ratings, long-duration feeding, internal toxicity, and eye-irritation test. High pH of soap is believed to be the main cause of primary irritation and cutaneous sensitization. Thru C. A. 9085d.

**Hand Lotion.** Robert J. Mehaffey (to Colgate-Palmolive Co.). U.S. 2,678,902, May 18, 1954.—A typical lotion compn. consists of an oil-in-water emulsion of waxes 6.00, vegetable oil 2.20, water 80.36, alc. 8.00, colloidal MgAl silicate (Veegum) 1.25, Na carboxymethylcellulose 1.00, borax 0.54, Me p-pydyoxybenzoate (preservative) 0.15, and perfume oil 0.50% by wt. It has good application qualities, color, and odor. Thru C.A. 9634b.

**Hairdressings** by Helmut Hansel. *Seifen-Ole-Fette-Wachse* Nr. 18, 1954 p. 477.—Hairdressing has assumed tremendous importance in women's life. They spend uncounted millions in beauty parlours. Heat, thermic cold and mild permanents have succeeded each other, and the latest variation is a permanent by ultra short wave treatment. And all this for a hair-do expected to keep in shape as long as possible. Thru C. A.

**Hair Preserver.** Alois Haberlin. Austrian 177, 220, Jan. 11, 1954.—An alc. hair preserver is made by sucking and extg. with warm fatty oil and an EtOH-H<sub>2</sub>O mixt. the comminuted stems, leaves, blossoms, and optionally the roots of *Equisetum arvense*, *Matricaria chamomilla*, or *Salvia officinalis*. Preferable, the plants are first covered with oil, e.g. castor oil at 50°, and allowed to stand for some days, aq. EtOH being then added. For 5-8 parts plants, 1 part by wt. oil, 150 g. AcOH, and optionally 0.75 g. salicylic acid are used. Friedrich Epstein. Thru C. A.

**Analysis of Mascaras, Eyebrow Pencils and Eye Shadows.** P. W. Jewel (*J. Ass. Off. Agric. Chem.*, 1953, 36, 789-791).—Procedures for the analysis of certain types of cream mascaras are proposed. *Analytical Abstracts* May, 1954, Abstr. 1001.

**Effect of Varying the Urea Concentration on the Efficiency of the Extraction of Unsaturated Fatty Acids from Corn Oil.** A. T. Ericson and Robert E. Clegg (Kansas State Coll., Manhattan).

Trans. Kansas Acad. Sci. 55, 493-8 (1952).—A study was made of the adducts formed from corn-oil fatty acids in diisopropyl ketone as a solvent with increasing amts. of urea. Increasing the concn. of urea increased the probability that the unsatd. fatty acids would form the adduct. Decreasing the temp. increased the formation of adduct with the unsatd. fatty acids at lower urea concns. In the case of satd. urea solns. contg. a large excess of solid urea, the adduct formed contained the unsatd. fatty acids present in the original sample, and a satisfactory sepn. from the pigments was possible.—C. A., 47, 10, 5137, 1953.

**The Optical Density Minima of Human Skin.** H. Tronnier (Univ. Gottingen, Ger.). *Strahlentherapie* 93, 138-48 (1954).—T. describes min. of optical d. of the skin in the visible spectrum. A min. at 480 mμ is independent of, another at 640 mμ clearly dependent on, the water content of skin. Usually the optical d. decreases about 20% by drying up. A casual connection between the hemoglobin spectrum and these min. is excluded. The possible connection between the optical d. and the liquid contents with formation of epithelioma is indicated. Thru C. A.

**Respiration Through the Human Skin. Effect of Temperature and Physical Work on Excretion of Carbon Dioxide Through Human Skin.** N. M. Petrun (Inst. Ind. Hyg. and Ind. Diseases, Kiev). *Doklady Akad. Nauk S.S.S.R.* 93, 745-8 (1953).—It is shown that in the detn. of heat production by the human body it is necessary to add to the CO<sub>2</sub> eliminated via the lungs, the amount of about 1.6% at normal conditions or 6.5% at higher temp. (40°) which represents the contribution of the skin as an elimination organ. During active phys. work this factor rises to as high as 7.2%. Thru C. A.

**R. S. Panthoderm Cream.** *J. Am. Pharm. Assn.*, May, 1954, p. 289.—A greaseless cream containing pantothenylol, 2; resorcinol monoacetate, 2; and sulfur, 5% for the treatment of acne, seborrhea, and seborrheic dermatitis, has been recently marketed by the U. S. Vitamin Corp. R. S. Panthoderm Cream is applied twice daily to affected area after cleansing; apply to scalp once a week by inunction at night, washing out after 8-24 hours. It is supplied in 2 oz. and 1 lb. jars. Through *Tech. Abs.*

**Black Hair Dye.** Kunizo Aoyama. Japan 3699 ('53), Aug. 3. An aq. soln. of p-C<sub>6</sub>H<sub>4</sub>(NH<sub>2</sub>)<sub>2</sub> is heated, H<sub>2</sub>S passed in, and PhNH<sub>2</sub> distd. off. The soln. is acidified with HCl or H<sub>2</sub>SO<sub>4</sub>, cooled, and the upper layer decanted off. The ppt. is treated with an aq. soln. of urea, filtered, washed with water and dried. The product is mixed with tannin, starch, glucose, BaO<sub>2</sub>, or NaBO<sub>3</sub>. C.A. Vol. 48, No. 14, P. 8498.

# TOP NOTES

by

## FLOWER of the Month

February—Violet  
or Primrose

March—Jonquil  
or Daffodil



MAYBE  
YOU  
KNOW  
HIM . . .

FOR a young man in his early thirties, PARKER SCHWAMB has covered an amazing lot of territory—both in mileage and in accomplishment. At the age of two, his family moved from his birthplace in Shorewood, Wisconsin, to Southern California where, except for four years of Army service, he has since spent most of his life. In his teens, he participated in high school and semi-pro baseball, and at Southwestern University studied law. Three years of this ended with Uncle Sam taking up an option on his services. Parker fulfilled this obligation creditably as a navigator in the Army Air Transport Command. His one regret is that he did not then know that he would eventually be concerned with the sale of essential oils and aromatics, because his duties in the ATC took him to half a dozen continents and to many of the countries and regions in which flower cultivation and essential oil production abound. And he could have learned so much of future value—quickly—and at first hand! With his release from service, he entered the pharmaceutical field and for seven years was engaged in sales, principally, and in production. In 1953 he joined the Los Angeles branch of Fritzsche Brothers and his boundless enthusiasm for the company and its products is now lending added support to that office's growing sales activities. In his leisure hours, Parker likes to putter around the house and garden, play occasional golf, watch baseball and football, and enjoy the companionship of his vivacious wife, DeLories, and two attractive daughters, Susan 5 and Peggy 2½, both little blonds.



A much needed expansion of our Perfume Department was recently accomplished with the acquisition of additional floor space and the opening of four new laboratories devoted solely to the work of this division. One of these laboratories is shown above with its conveniently arranged, 4-position, formica-topped laboratory table and attractive, modern furnishings and fixtures done in tones of gray against a pleasant background of pale green walls. In its new surroundings, the skilled work of this division will be carried out in an atmosphere ideally suited to the best creative effort.

## FRITZSCHE

Established 1871

*Brothers, Inc.*

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and STOCKS: Atlanta, Georgia, Boston, Massachusetts, \*Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, \*Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, \*Toronto, Canada and \*Mexico, D. F. FACTORY: Clifton, N. J.



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# TOP NOTES

by *Fritzsche*

FRITZSCHE BROTHERS, Inc.

FRITZSCHE BROTHERS, Inc.

## A THOUGHT for the Month

"There is but one straight road to success, and that is merit. The man who is successful is the man who is useful. Capacity never lacks opportunity. It cannot remain undiscovered, because it is sought by too many anxious to use it."

—BOURKE COCHRAN

## FLOWER of the Month

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## RECOMMENDATION of the Month

# Fritzbro Synthetic Flower Oil NEROLI

There are many compositions in which the use of genuine Oil Neroli is most desirable, but prohibitive at current costs. Under such conditions, the perfumer's only alternative may be to select and use an economy-priced but acceptable substitute. Our FRITZBRO SYNTHETIC FLOWER OIL NEROLI is one of the most satisfactory and dependable simulations we know of—a creation of remarkable fidelity and proven worth. It imparts the elusive sweetness of orange blossoms at a cost of one-tenth that of the genuine bigarade petale. Its superb odor will be found useful in the backing, blending or finishing of bouquets, and in compositions based upon neroli. Why not try this really fine floral specialty at \$25.00 per lb. . . . or \$1.60 for a trial ounce?

CREATORS of MADE-TO-ORDER FRAGRANCES  
for PERFUMES, TOILETRIES and COSMETICS  
ODORANTS and PRODRANTS for INDUSTRIAL and TECHNICAL USE  
SUPPLIERS of AROMATIC CHEMICALS, BASIC  
PERFUME and FLAVOR RAW MATERIALS

**FRITZSCHE** Established 1871  
*Brothers, Inc.*

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and STOCKS: Atlanta, Georgia; Boston, Massachusetts; Chicago, Illinois; Cincinnati, Ohio; Cleveland, Ohio; Los Angeles, California; Philadelphia, Pennsylvania; San Francisco, California; St. Louis, Missouri; Toronto, Canada and Mexico, D. F. FACTORY: Clifton, N. J.

# Good Scents

## FOR PERFUMERS



### FRESH, EXHILARATING FRAGRANCES FOR SUMMER COLOGNES

Will you be ready to meet the growing, warm-weather demand that is bound to develop later this year for these popular-priced summer toiletries? We offer, below, a well-rounded selection of six reasonably priced, quality fragrances as a starting point for any manufacturer interested in developing an attractive new line of summer colognes tailored to this profitable mid-year market. Consider these special compositions, then read our trial offer below:

ZEPHFLEUR® Woodwitch ..... \$15.50 lb.	An attractive, woody odor with oriental undertones and delicate floral top note . . . very pleasant . . . long lasting.
ZEPHFLEUR® Lilac ..... \$11.00 lb.	A refreshingly sweet and lasting version of flowering lilac.
ZEPHFLEUR® Muguet ..... \$11.00 lb.	A beautifully scented bouquet in which much favored lily of the valley predominates.
ZEPHFLEUR® Summerscent ..... \$19.00 lb.	Lily, livened with a fresh citrus top note, dominates this very attractive bouquet.
DELISSE BOUQUET ..... \$15.00 lb.	A light, diffusive floral suggestive, at first, of lily of the valley, later developing an indefinable bouquet of exquisite beauty.
GARDEN ELF ..... \$ 9.00 lb.	A sophisticated, light floral odor with a chic, spicy undertone.

**TRIAL OFFER:** Upon receipt of the coupon below, filled in and accompanied by check or M.O. for \$1.00 to cover cost of packing and handling, we will send, prepaid, 1/2 oz. samples of any THREE of the cologne perfumes checked.

FRITZSCHE BROTHERS, Inc.  
76 Ninth Avenue, New York 11, N.Y.

Gentlemen: I attach \$1.00 (check or M.O.) for which please send me, prepaid, 1/2 oz. bottles of the THREE perfumes checked herewith:

NAME .....  
TITLE .....  
COMPANY .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....  
☐ ZEPHFLEUR® WOODWITCH      ☐ ZEPHFLEUR® SUMMERSCENT  
☐ ZEPHFLEUR® LILAC            ☐ DELISSE BOUQUET  
☐ ZEPHFLEUR® MUGUET        ☐ GARDEN ELF









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**FRITZSCHE**

Established



1871

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## CAN YOUR ORAL PREPARATION BE IDENTIFIED BY ITS NICE, CLEAN, REFRESHING TASTE?

**D**ON'T underestimate the gain in sales potential that a pleasant flavor can give to your mouth wash or gargle. It is out of all proportion to the flavor's modest cost. In fact, so important is *good taste* to the oral product's sales that *only expert flavor counsel* should be sought in the interests of its achievement . . . You will have the assured advantage of expert counsel if you let our Flavor Service Laboratories deliberate your problem.\* We provide laboratory and staff facilities, along with the specialized experience, essential research, and experimental materials necessary for a proper study of your product's flavor. *This service entails no charge or obligation, whatever.* If, however, after sampling tests have established our flavor's acceptability and our recommendations have been fully approved, we shall be glad to supply you your requirements at a reasonable price and to limit sale of the selected flavor *for your exclusive use.*

For **GOOD TASTE**

in Pharmaceuticals **Consult . . .**

**FRITZSCHE**

Established  1871

*Brothers, Inc.*

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

\*THIS ENTAILS NO "SERVICE"  
CHARGE OR OBLIGATION.

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# Notes & Topnotes

## AMA Representative Speaks on Cosmetics

**A**LTHOUGH we should reserve judgment until we have had an opportunity to read in its entirety a paper recently delivered by Miss Veronica L. Conley, a representative of the American Medical Association, we do feel obliged to make some initial comments. Miss Conley, speaking to the American Association for the Advancement of Science, is alleged to have warned that the recent inclusion of pharmacologically active chemicals in cosmetics has posed new problems for health workers because of the possibility of systemic effects resulting therefrom. While agreeing with her conclusion that unlike drugs which are specifically prescribed, there should be virtually no risk in the almost indiscriminate use of cosmetics, we feel that a differentiation must be made between the ordinary nontherapeutic cosmetic and the preparation which, while requiring no prescription for its purchase, nevertheless legally falls within the definition of a drug, even though it may be made by a cosmetic house. For a drug does require that the active ingredients be listed and the greatest caution be taken to insure safety. We know of no "pharmacologically active chemicals"—to use

her expression—that have been incorporated in cosmetics in recent years and for which "added cosmetic safety data" should be required. If Miss Conley has any such information, she owes it to both the medical profession, for which she speaks, and the cosmetic industry, of which she speaks, to divulge whatever she knows.

## Award Announced For Scientific Paper

**T**HE Society of Cosmetic Chemists, whose recognition of outstanding achievement in scientific endeavor has taken the form of its coveted Medal Award, announces a new, monetary award for "the author or authors of that recent contribution to the scientific literature which is judged to be of the greatest potential value to the improvement of cosmetic technology." The award will be for the sum of \$1,000, and the paper cited must have been published sometime in 1953 or 1954. Under the leadership of Dr. Paul Lauffer, a Literature Review Committee has polled the members of the organization for suggestions as to the contribution most deserving of merit. In anticipation of a choice that will be carefully considered and, we are confident, widely applauded, we should like to point out that this is

but one more example of the dynamic program of unceasing progress of our industry's professional society. Only ten years of age and planning a tenth anniversary meeting that should be long remembered, the Society embraces chemists in almost every major cosmetic and related house in this country; the Society is functioning on an international scale; has active branches in Chicago and New York; is publishing a lively and important journal; has attracted to its meetings many distinguished scientists who have delivered the most significant speeches; has rightly honored, with the honorary memberships and medal awards, respectively, many of the industry's outstanding servants and leading scientists; and, last year, organized a seminar which struck a new note in technical meetings of cosmetic chemists. If there still be some eligible persons not within these ranks, then the greater must be their feeling of isolation, and the greater must be the pride of the larger number within in contemplation of these and other notable achievements.

## Aromatic Chemical Production Increases

**T**HE United States Tariff Commission has just released its statistics showing the production and sales of synthetic organic chemicals in 1953, and our attention was directed to the figures on the flavor and perfume materials. At first glance, it would seem as if the total production of all perfume and flavor chemicals in 1953 went up from 26 million pounds in the previous year to almost 34 million pounds. Actually, although the percentage increase computed on the basis of the above statistics would not be misleading, the absolute figures need modification. For there is a single product in there which is so enormous that it makes the entire picture lopsided; and which, furthermore, is not a flavor ingredient in the sense in which that term is used industrially. That substance, of course, is monosodium glutamate, usually known as MSG, of which almost 15 million pounds were made in 1953. Withdrawing the MSG from the Tariff Commission figures, it is seen that production of aromatic chemicals for perfumes and flavors amounted to some 16 million pounds in 1952, and rose to 19 million in the following year. Incidentally, the average unit value of aromatics, per pound, remained about the same from 1952 to 1953. This does not necessarily mean that prices did not decline or rise, but simply that price rises (if any) were offset by the increased purchases of lower-price substances, thus keeping

# Hints

## for Improving Production

### Lid Sealer

For automatically applying metal seals of all types including inner seals, plugs and friction lids to metal and fibre cans of all shapes the Tite-Cap Machine Co. offers a new lid sealing machine. The application of the seal or lid is performed while the can is in motion.



Aerosol type filler

### Filler for Aerosol Type Products

A new type filling machine that is claimed to be ideal for filling an aerosol type product where accuracy of fill is important due to the gas displacement, is announced by the Hope Machine Co. It is designed for lower production speed ranges. It can be supplied with or without jackets and with several types of agitators for different product applications.

### Air Filter

A new air filter designed to provide high efficiency air filtering at a low operating cost and with a low pressure drop for commercial and industrial ventilation and air conditioning systems has been announced by the Cambridge Filter Corp.

### Push Button Chemist

A machine which is described as combining the magic of electronics, X-ray and mechanical motion to eliminate many tedious chores of the chemist and greatly reduce the time for analyses is announced by the Research

& Control Instruments Div. of the North American Philips Co. Actually the Autrometer, as it is called, checks constituents in specimens by comparing them with standards. Percentages of as many as twelve elements can be determined with an accuracy equivalent to chemical methods but at a speed many times faster, it is claimed.

### Dust Tight Valve for Blenders

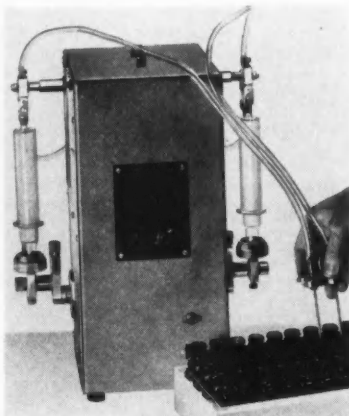
A specially treated aluminum self-cleaning dust tight valve for blenders, pipe line feeders, etc. is announced by the General Machine Co.

### Polyethylene Adhesive

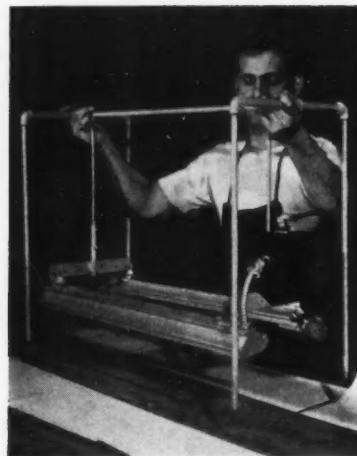
A new plastic adhesive which makes it possible to adhere ordinary paper labels to polyethylene squeeze bottles and containers has been announced by Adhesive Products Corp. It is said to be easily applied by conventional labeling machines.

### Vial Filler

Vials up to 50 cc in size may be filled two at a time with the new filler offered by the National Instrument Co., it states. Production rates up to 4800 fills per hour may be attained it is added and the volume delivered can be varied from .03 cc to 50 cc. It is claimed to be especially suited for long or short run production filling of vials, ampoules, plastic bottles and small containers of every type.



Fills vials



Electric radiant heater

### Baking Designs on Plastics

For baking painted designs and lettering on plastic compact cases or other plastic containers where the critical temperatures of both paint and plastic must be considered, Chromalox electric radiant heaters—supplying easily controlled infrared heat which is absorbed at nearly equal speeds by all colors—will be found to be most satisfactory, according to the Edwin L. Wiegand Co. The heaters are mounted on light framing over the conveyor line. Full details about the heaters and their uses will be supplied on request.

*Fine and industrial chemicals manufactured by the City Chemical Corp. are described in a brochure listing almost 300 new compounds for research and production.*

*Quality control and research is the title of a 24-page booklet issued by the Scientific Apparatus Makers Assn., which is available for 25¢ from the association. The booklet is intended for the smaller business. The major section of the booklet is concerned with answering questions for busy executives who wish to make a success of their transition from rule of thumb production methods to those of scientific quality control.*

*Stock and custom molded plastic closures are described and illustrated in a combination catalog and price list issued by the Plastics Division of Colt's Manufacturing Co., Hartford 18, Conn. The folder enables the prospective purchaser to quickly and easily indicate a choice of material, color, liner and quantity. Having filled in these specifications the prospect returns the folder to the company where the price is inserted and it goes back to the prospect as a quotation.*

# Special-Class

## AROMATIC CHEMICALS

Modern de luxe perfumery attempts to achieve the best results by use of the finest and purest raw materials. Just as the perfumery expert chooses the best essential oils of greatest richness of scent and uses especially selected drugs, so, too, he poses special claims in regard to chemically pure perfumes. The realisation that chemical purity does not necessarily mean odorous purity caused us to try out new methods in our production in order to eliminate even the last traces of side-odours from our chemically pure products. Our new SPECIAL-CLASS PERFUMES, therefore, are not only chemically pure, but have an absolutely pure odour. We offer the perfumer raw materials for de luxe perfumery, the odorous effect of which is impaired by no troublesome admixture whatever. We emphasize that the odorous purity of our Special-Class Perfumes is the result of exact methods of purification and not of any contact procedure such as is sometimes practiced by other companies.

We endeavour steadily to enlarge the range of these exquisite perfume products. The following list will show all perfumes which we are now able to produce in absolute purity of odour.

### Special-Class

#### Alpha-Hexyl Cinnamic Aldehyde

A new jasmine-like perfume of odorous as well as chemical purity. The tendency of its odour is the same as that of alpha-amyl cinnamic aldehyde used heretofore. The advantage of the new product consists in the fact that it does not contain even a trace of the disagreeable side-odour that adheres to even the best and specially purified products of alpha-amyl cinnamic aldehyde and is highly annoying in composition. We have tested this new jasmine product for several years and have found its intensity and richness to be about the same as that of alpha-amyl cinnamic aldehyde. In all compositions hitherto built up out of alpha-amyl cinnamic aldehyde, the new perfume can be substituted without difficulty. Our experiments have shown that it imparts a sweeter, more delicate and subtle fragrance and greater fidelity to nature to all compositions.

### Special-Class

#### Anisic Aldehyde

Since anisic aldehyde is synthetically manufactured from paracresol via pa-

odour, modifying their fine character of hawthorn in an undesirable way. Our purification experiments carried out to a wide extent convinced us that a return to the old production method from anethol is indicated for anisic aldehyde if especially fine products are desired for perfumery. The anisic aldehyde obtained from anethol is submitted to a purifying method especially designed for it and assuring absolute purity. Anisic aldehyde is a colourless liquid crystallizing in freezing mixtures and melting between 0 and  $-2^{\circ}$  C. The odour of this purest perfume is absolutely different from that made of paracresol; it is of a surprising subtlety, with its soft, sweet, flowery background so much favoured in pure anisic aldehydes. Its popular powdery note is very expressive in compositions.

### Special-Class

#### Cinnamic Alcohol

The usual commercial qualities as well as well-purified preparations of synthetic cinnamic alcohol show raw or moderate side-odours much in contrast to the discrete flowery fragrance of perfectly purified laboratory products or to cinnamic alcohol separated from storax. We have expended much effort in elaborating a procedure for serial production of a cinnamic alcohol of purest quality with the very soft, flattering fragrance particular to it. We are sure that this product of absolutely pure odour will find widespread interest, all the more as we were able to try out its superior suitability for the most delicate compositions ourselves.

If desired we gladly send you our Dragoco-Reports regularly. This monthly Information Service with Price-, Market- and Research-Reports is at your disposal free of charge.



Winter motive with partial view of Dragoco

racresol methylic ether, the perfumers have never ceased to complain that even well-purified commercial products possess a hard, even animal-like side-



**DRAGOCO**  
HOLZMINDEN GERMANY

TELEX: 023378 · CABLES: DRAGOCO HOLZMINDEN (WEST GERMANY)



# New Products

## and Developments



New aerosol container

### New Aerosol Container

An aerosol container designed for cosmetic and pharmaceutical products has been announced by the Sunex Div., Sun Tube Corp., Hillside, N. J. It holds up to 2¼ oz. and may be lithographed in up to three colors on a base coat or it may be gold lacquered with silk screen imprint. An impact extruded seamless container of aluminum, the new aerosol container may be either pressure or refrigeration filled. It has satin finished shoulders and a non corrosive nylon valve. The protective dome on the container is made of polystyrene or polyethylene in any color desired.

### Flavor Crystals for Foods

A new series of flavor crystals for the food industry has been developed by Givaudan Flavors Inc., 330 West 42 St., New York 36, N. Y. They are designed to fill the requirements of powdered flavor users. Samples may be had for the asking.

### Lambs Wool Powder Puffs

Specially processed lamb's wool face powder puffs measuring approximately

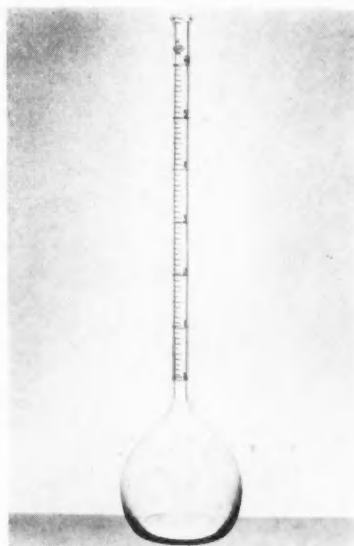
four inches in diameter as well as plastic handled bath puffs are offered by Seency Products Co. Inc.

### Aromatic Masks

A new group of inexpensive aromatic masks and perfumes designed to overcome the objectionable odors of many products of industry with agreeable fragrances has been developed by Standard Aromatics, Inc., 88 University Place, New York 3, N. Y.

### New Essential Oil Flask

A new flask designed to meet the requirements of the Essential Oil Assn. is being produced by the Kimble Glass Co., subsidiary of the Owens-Illinois Glass Co., Toledo, Ohio. The new Cassia volumetric flask has a larger body and more accurate neck than previously manufactured the company points out. The new flask is said to be ideal for assay of oil lemongrass as well as oils of cinnamon, chenopodium, cloves and spearmint. The neck of the



New volumetric flask

flask has rings and numbers each 1 ml, with subdivisions of 0.1 ml. Average capacity is 150 ml.

### Perfumed Candles

Artistically designed, individually molded and hand painted art candles which are supplied in numerous colors and which may be scented to add to their attractiveness are offered by Hi-Quality Art Candles. The candles are dripless and slow burning and afford a means of giving fragrance to a room when they are burning. Full details for promoting perfumes etc. may be had from Special Glass Products Co., which is handling the distribution of the candles.

### Package Designer

Mrs. Luba Tavor, package designer and carton constructor, has established a studio at 1393 Avenue of the Americas, New York 19, N. Y.

### Financing Sound Companies

The ready cash problem that is facing many good, sound companies in the cosmetic and its allied fields, which, because of their comparative youth, cannot get help from a bank may find the service of the A. J. Armstrong Co., Inc. of help. The company points out that concerns with a valid gain on their books but which are in a desperate situation for money because the net on the books and profits are in the form of machinery and equipment, accounts due or inventory and with assets good but tied up in bills outstanding, can get help. The A. J. Armstrong Co. reports that it has been working efficiently for the past 40 years to help companies get on their feet. It invests in the business and then steps out of the picture when the job is done, it reports. All a company need do, it is pointed out, is to go to Armstrong, show what has happened the year before, give them a projection of what is anticipated in the way of cash needs for the year. Armstrong then analyzes the situation and determines the cash flow necessary to enable the manufacturer to meet his payrolls and overhead, and build up his inventory. If the firm has any type of solid background, a good product and reasonable prospects, the Armstrong organization states that it solves the ready cash problem and sets up a sound, constructive financing system. Then when that is accomplished, it states, it withdraws completely. Full details about the service may be had from the A. J. Armstrong Co.

### Color Transparencies

Full color transparencies including shadow box, socket, cord and plug for point of sale display are being produced by Transichrome Co. The transparencies are made from ad reprints by a patented process.



# tibasia



**TIBASIA**...all the mystery and exotic beauty of the Orient is captured in this exciting new perfume oil concentrate. Its heavy, sweet fragrance has wonderful lasting properties and great adaptability in perfume, toilet water, sachet and bath oils. It's rare indeed when a fine perfume oil such as TIBASIA is offered at \$9.50 per pound. Convince yourself that this is a most unusual concentrate—let us send you free samples of TIBASIA to test in your own products.

*Our Specialty is the Creation of Perfume Odors Exclusively!*



**AROMATIC PRODUCTS, Incorporated**

15 E. 30TH ST., N.Y. 16 • CHICAGO • DALLAS • MEMPHIS • PITTSBURGH • LOS ANGELES • BOSTON

PERFUME OIL CONCENTRATE FOR PERFUME, TOILET WATER, SACHET, BATH OIL



# Soap Section



## Soda Ash as a Soap Builder

Widely used as a builder or alkali additive in making low priced soaps, particularly laundry soaps, in bar or powdered formulations

PAUL I. SMITH

**S**ODA ASH or anhydrous sodium carbonate is widely used as a builder or alkali additive in the manufacture of low priced soaps, particularly laundry soaps in bar or powdered formulations. It is a most successful builder and fortified soaps prove popular and efficient. The one disadvantage of adding soda ash to soap, whether this be done in the kettle or in the crutcher, is that the finished soap tends to be rather moist and packaging presents problems. This, however, can largely be overcome by reducing the amount of water present or by adding other additives, notably liquid sodium silicate, which lower the water binding capacity of the alkali. The tendency of soaps containing soda ash to become moist may also be slightly reduced by modifying the formulation of the soap, so that it includes a larger percentage than usual of high titer fats. The general advantages of using soda ash as a soap builder can be summarized as follows:

1. Soda ash is low priced and easily available.
2. It blends well with soap formulations and has a natural affinity for water, one molecule being able to bind ten molecules to form the crystalline soda.
3. Soda ash is readily compatible with other alkalies and fillers,

such as the phosphates and silicates.

4. It has no deteriorating effect on colour or odour and does not promote undesirable rancidity changes.
5. Fortified soaps dissolve easily, have a good lather and possess excellent detergent properties.

Provided the soaper takes common-sense precautions to ensure that the soap containing the builder does not hold too much water and that it is not made from soft and low grade greases, the finished result should be satisfactory.

### Aluminum Drums for Fats and Oils

**I**NCREASING use is now being made of light weight aluminum drums for shipping glycerine, fats and oils and many other products. Such drums are proof against rust and contamination, moreover, they are exceptionally robust and are able to withstand a great deal of misuse without any suffering or ill effects. Of the greatest importance to the manufacturer is that aluminum drums save on shipping charges. One producer of drums re-

ports that to ship a carload of glycerine in heavy metal drums from Chicago to Philadelphia would cost \$558.90—whereas in aluminum drums the cost is \$512.95, a saving of 46 dollars on every trip. The use of light weight aluminum drums not only reduces freight but handling charges, a very considerable item at all stages of the journey and at delivery points as well.

### Powdered Soaps As Carpet Cleaners

**I**N SPITE of the inroads made by the synthetics in the preparation of commercial carpet cleaners, there is still a fairly substantial market existing for cleaners based on soap. One of the most suitable and popular of all soaps for this purpose is one having a high coconut or palm kernel soap content with the ability of giving a good strong lather. Tetrasodium pyrophosphate and sodium hexametaphosphate are recommended additives to assist in the dispersion of lime soaps and borax is also very useful to improve detergency and stain removal. The mixture should be thoroughly blended and finely powdered; cleaning compounds that are lumpy or "cakey" do not dissolve easily and are unattractive to the user.


Over the last five years average incomes for executives in United States corporations have increased 23.5%. The increased compensation was worth it because in the same period average company profits after taxes went up 28%.—*American Management Assn.*



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# Flavor Section



## Artificial Sweetener Regulations

The National Research Council has recommended that the Food and Drug Administration review its regulations concerning sodium cyclohexylsulfamate . . . Recommendations listed

MORRIS B. JACOBS, Ph.D.

**I**N past issues of this section of *The American Perfumer*, the question of the use of artificial sweeteners, the relation of sweetness to the structure of such artificial sweeteners, and their toxicity has been considered in detail. (See *American Perfumer* Jan. 1951, Feb. 1951, and Oct. 1953.) Very recently two aspects of this field have received attention.

In an item by James J. Nagle in *The New York Times*, Sunday, January 9, 1955, the position of "diet" foods in the economy for the past 5 years was reviewed. While one cannot accept the statement, "Called a fad only five years ago, the use of dietetic foods and beverages by healthy consumers has now become a custom," without reservation since "dietetic" foods have been on sale for many years, the point that Nagle stresses, namely, that the popularity of such foods is growing, is well taken.

### Market for Dietetic Foods

The market for "dietetic" foods is very large. Estimates have been made which indicate that there are over 35 million Americans overweight, that is,

over 20 per cent of the entire population of the United States. In addition there are 1.5 million known diabetics and possibly an additional 4.5 million who may become or are diabetics, as well as millions of others who must control their food intake for one reason or another.

The vast increase in the use of artificial sweeteners is evident from information gathered by the National Research Council. This information indicates that about 481,000 pounds of saccharin (equivalent to about 96,200 tons of glucose) and 420,000 pounds of sodium cyclohexylsulfamate (Sucaryl, Cyclamate, sulfamate, etc.) (equivalent to about 6,300 tons of glucose) were used as sweeteners in beverages and foods and in drugs during 1953. While the present outlook seems to indicate that the use of artificial sweeteners in soft drinks will increase ten-fold, that is from 0.5 per cent to 5 per cent of soft drink production, within the next few years, the amounts used in other food products may also increase substantially.

For instance in 1953 about 2.3 per cent of canned fruits contained artificial sweeteners; in 1954 one firm was

producing over 50 food items all of which were artificially sweetened.

### Increased Control Advocated

The National Research Council has taken note of this trend and in a report to the Food and Drug Administration, Department of Health, Education, and Welfare, recommended that the FDA increase its control on artificial sweeteners. This report dealt mainly with saccharin and with sodium cyclohexylsulfamate, because, as noted these are the principal artificial sweeteners used in beverages, drugs, and foods.

The relative lack of toxicity of saccharin has been established by tests conducted over many years. One of the more recent of these, conducted under the supervision of the Food and Drug Administration, dealt with the relative toxicity of saccharin, sodium cyclohexylsulfamate, 2-amino-4-nitro-1-n-propoxybenzene, and dulcin. It was found as reported by Lehman in *Assoc. Food Drug Officials (U. S.) Quarterly Bull.* 14, 82 (1950) that dulcin produces liver tumors and interferes with the production of red cells in animals and is therefore excluded by the FDA on the basis of harmful effects produced on long-term low level feeding. 2-Amino-4-nitro-1-n-propoxybenzene (P-4000) produced kidney damage and an indication of interference with thyroid function; consequently this artificial sweetener was excluded because of a low margin of safety. Lehman found, on the other hand, that both saccharin and sodium cyclohexylsulfamate produced no apparent effects at high levels of feeding and consequently recommended that both of these were safe as additives for food products.





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more significant with respect to its withdrawal of the certification of Orange I than of the other colors since the principal use of the other colors was for the coloring of oranges while Orange I has been used for the coloring of candy and bakery products.

## Flavored Notes

IN my article on "Polyfunctional Ketones" published in *The American Perfumer* in August 1954, an article relating to the use of such compounds in flavorings, I stated in connection with alpha-irone: "Relatively recently a relatively highly purified alpha-irone was made commercially available. This was the outcome of the work of Naves and his collaborators." Quite promptly, on Sept. 15, 1954, Max Stoll, Dr. Ing. Chim. wrote to me from Geneva, Switzerland stating that the above sentences were a reflection on the work of Drs. L. Ruzicka and H. Schinz. I assured Dr. Stoll, that I have the highest regard for Drs. Ruzicka and Schinz.

Dr. Stoll informs me: "alpha-irone is sold on a commercial basis in the United States by Firmenich & Cie. Our patent rights are dated from October 1946 and are the oldest ones in this matter. The American patent has not been issued, but the Swiss patent and the English patent have been granted; Swiss patent No. 262,269 and English patent No. 643,353."

Mr. Charles H. Milton, Firmenich & Co., 250 West 18th St., New York 11, N. Y. has called my attention to an advertisement of his firm in *The American Perfumer* of July, 1950: "a totally new specialty Irophore . . . presenting opportunities for the creation of an almost unlimited range of elaborate new effects. The introduction of Irophore marks the successful conclusion of over twenty-five years' research in our laboratories on the construction of natural Irone."

### "Synthetic Food Adjuncts"

I have received several queries concerning the possibility of purchasing copies of my book, *Synthetic Food Adjuncts* (which covers the topics of flavors, essences, sweetening agents, preservatives, colors, and similar food adjuvants). This book is now out of print and has not been available for about two years.

Since, I can say with pardonable pride, it is a valuable working guide for the formulation of flavors and gives the most detailed information on flavoring components available in book form, owners are not likely to part with their copies but it may be possible to

obtain one by advertising for a copy or by attempting to get one through dealers who specialize in out-of-print books.

My readers will be interested in learning that I have made a complete revision of *Synthetic Food Adjuncts* incorporating into this revision material which has appeared in *THE AMERICAN PERFUMER* and have broadened its scope to include natural flavoring materials but have been unable to get it published again despite the fact that it sold well, as sales for technical books go, either by the original publisher or by two other publishers.

Undoubtedly part of the reluctance by publishers to republish *Synthetic Food Adjuncts* is due to the fact that the flavoring and aromatic chemical industries have done little to support the efforts of the editor of this section to train flavor chemists and advance knowledge in the flavor field. Another result of this lack of support was the abandonment of his courses on Flavor Technology.

### White Milk War

A recent news item of the Associated Press relates to a change in regulations concerning the flavoring of milk attributable to the complaints of some Australian students who won "their war against white milk."

It appears that 3000 school children attending school in the Casino area of northern New South Wales, refused to drink unflavored or "white milk." They had been served flavored milk until the health authorities banned such milk unless sold in specially labeled bottles. The Health Minister, Maurice O'Sullivan, told the State Parliament that they would waive the regulation.

—M.B.J.

### Henry Solomon to Head Vanilla Bean Assn.

The Vanilla Bean Assn. has elected Henry Solomon, of F. Huber & Co., New York, as its president. Other new officers are: vice-president, W. H. Triest, of Zink & Triest Co., Philadelphia; treasurer, J. Manheimer, of J. Manheimer, New York; and directors: Edward S. Buckley, of Thurston & Braidich, New York; James Schmidt, of Dammann & Co., New York; and J. R. Maxwell, of Comax, Philadelphia.

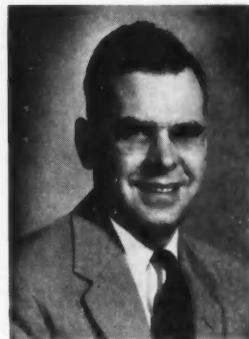
### 1954 Flavor Extracts, Sirups Census Forms in Mails

Copies of forms for the 1954 census of flavoring extracts and flavoring sirup industries are now being mailed, the

U. S. Department of Commerce, Bureau of Census, announces.

### Cole Named Technical Director of Firmenich Flavor Division

Hubert M. Cole has been appointed technical director of the Flavor Division of Firmenich, Inc., president



Hubert M. Cole

Charles C. Bryan announces. He assumes the duties of W. D. Graham, who has been assigned to the research laboratories of Firmenich & Cie in Geneva, Switzerland.

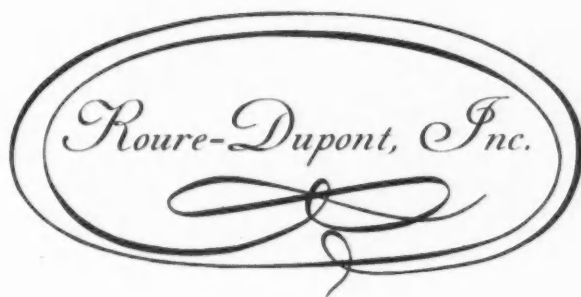
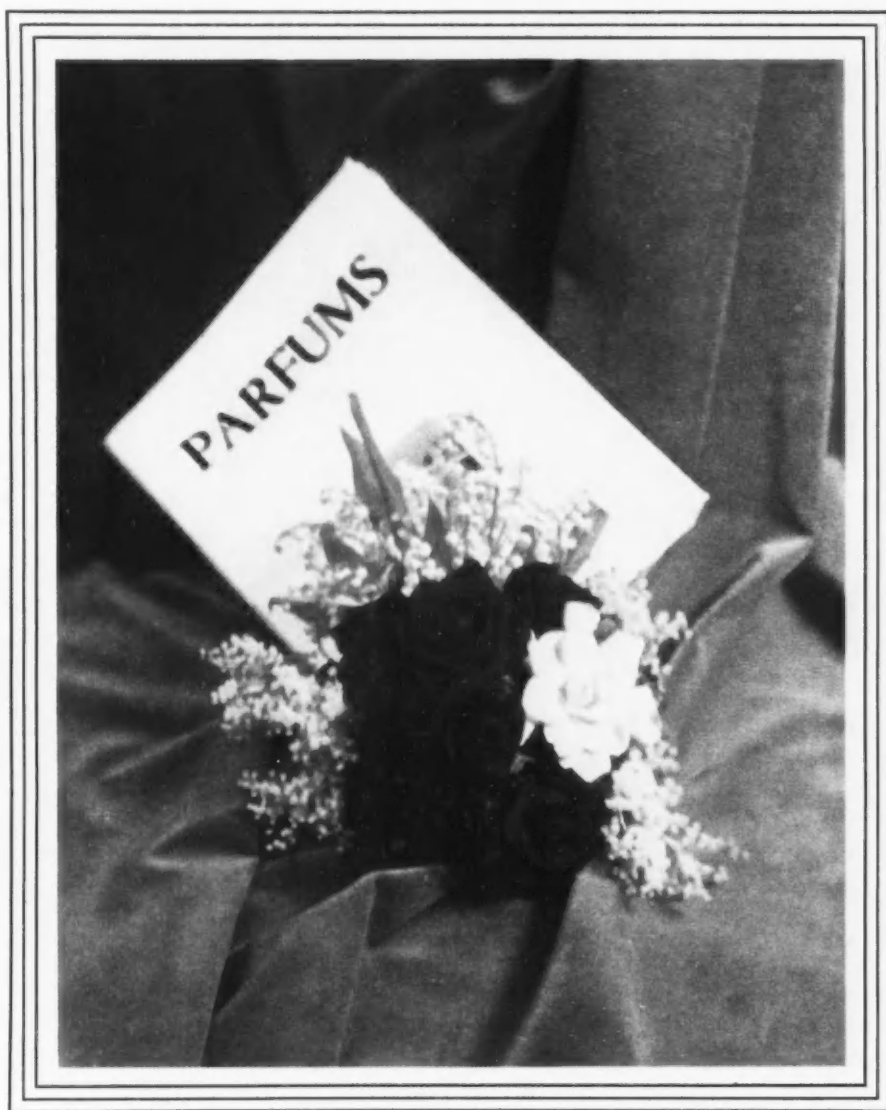
Mr. Cole has done technical flavor research with General Foods Corp. for the past 15 years.


### N.B.B.M.A. Names Members for Its F.D.A. Contact Committee

The National Beauty and Barber Mfrs. Assn. has appointed the following members to its committee to consult with F.D.A. Commissioner George P. Larrick on matters of mutual interest to manufacturers and distributors of cosmetics: chairman, Jerome B. Bonat, Bonat & Bonat, Inc.; Richard L. Gelb, Clairol, Inc.; W. G. Kerns, Realistic Co.; George Kremer, Jr., Roux Distributing Co., Inc.; William Markland, John H. Breck, Inc.; Dr. Everett McDonough, Sales Affiliates, Inc.; James R. Miller, Middlebrooke-Lancaster, Inc.; Milton Schwartz, Turner Hall Corp.; and Mark D. Soroko, Revlon Products Corp.

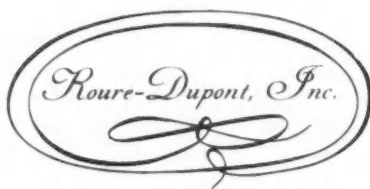
### New India Pepper Trade Association Formed

The India Pepper Trade Assn. has been established in Cochin as a permanent body to deal with long-term problems of the pepper trade. The new association replaces the All India Pepper Exporters Conference set up in September 1952 to resolve problems arising out of the seizure by the United States Food and Drug Administration of infested shipments to the United States.



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# NEWS and EVENTS

## Suit Reopens Aerosol Shave Patent Validity Test

A suit testing the validity of a patent covering aerosol shaving creams has been filed by Joseph D. Spitzer and Marvin Small, the patent holders, and Carter Products, as licensee, against the Colgate-Palmolive Co., Noxzema Chemical Co., Stalfort Pressure-Pak Corp., John C. Stalfort & Sons and the Read Drug & Chemical Co. The patent involved is No. 2,655,480.

No early court decision is anticipated. Previously, a suit was filed on October 13, 1953.

## T.G.A. Associate Members to Hold Two Group Parties

Associate members of the Toilet Goods Assn. will, as a group, conduct two cocktail parties, one on May 10 and one on May 11, during the organization's convention. The Associate members unanimously agreed that individual companies should not entertain in their suites while these general cocktail parties would be held, nor during the business meetings, though they might arrange for entertaining at other times during the convention.

A committee of Associate members has been set up to organize and conduct the two group parties, headed by Paul E. Roehrich of Richford Corp.

## Richford Corp. Elects New Officers

Paul E. Roehrich, president of the Richford Corp., New York, has announced the election of the following officers: Eugene J. Moore, vice-president in charge of sales; Philip J. Heinle, vice-president and general manager; and Donald M. Shaw, treasurer.

## Mass. Body Considers Bill Requiring Fluorine Labeling

Fluorine content of food and beverage products would have to be marked on their labels, according to a Massa-

chusetts Senate Bill under consideration by the Public Health Committee, the F.E.M.A. reports.

## American Society of Perfumers Elects New Officers

The following officers were elected at the January meeting of the American Society of Perfumers:

Chairman, Board of Directors, Everett D. Kilmer, Lever Bros. Inc.; President, Dr. Ernest Shiftan, van Amer-



Ernest Shiftan; C. F. Wight

ingen-Haebler, Inc.; Vice President, Christian F. Wight, van Ameringen-Haebler, Inc.; Secretary, William H. Barlow, Orbis Products Corp.; Treasurer, Herbert G. Kainik, Dodge & Olcott, Inc.; Directors to serve for three years—Maurice A. Meunier, Les Parfums de Dana, Inc.; and Theodore Bumiller, Jr., Givaudan-Delawanna Inc.

The following new members were elected: Miss Selma Weidenfeld, Rhodia, Inc.; Henry G. Gribou and George H. Fuller, Colgate-Palmolive Co.; Henry H. Retaillau, Perfumery Associates Inc.; Rene H. Bourguet, American Aromatics, Inc.; Leon Hardy and Bernard J. Chan, van Ameringen-Haebler, Inc.; Gustav Carsch, Toni Co.; Edward Silkin, Les Parfums de Dana, Inc. and Raymond F. Williams, Dodge & Olcott Inc.

Dean James C. Boudreau of the Pratt Institute Art School will be the speaker at the February 16 meeting.

The great use of life is to spend it for something that outlasts it.—William James.

## American Society of Perfumers to Hold First Open Symposium

A forum dealing with "adaptation of a fragrance to a complete toilet goods line" will be featured at the first open symposium ever held by The American Society of Perfumers, Inc., scheduled for March 16 at the Advertising Club, Park Avenue and 35th St., New York. Also considered will be specialties in perfume creations.

Moderator of the forum will be Frazer Sinclair, honorary member.

The meeting will start at 4 P.M. with technical discussions, to be followed by cocktails at 6 P.M. and dinner at 6:45 P.M. The evening will close with a social hour, to be arranged by a program committee with Dr. Oliver L. Marton as chairman, assisted by Pierre Bouillette, Everett Kilmer, Walter Lengsfelder, and Ernest Shiftan.

## F.T.C. Studies Application of Trade Rules to Direct Selling

Revision and extension of trade practice rules for the direct selling industry was studied at a conference sponsored by the Federal Trade Commission on January 14 at the LaSalle Hotel in Chicago.

## NYU Offers Course in Sensory Panel Testing

New York University is currently conducting a course in Sensory Panel Testing, treating with development of skills and techniques in food and flavor analysis, with Jack Krum as the instructor. The course is part of the University's extension services of its Division of General Education, located at Washington Square.

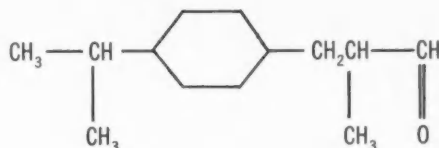
## Pre-Shave Creams, Lotions exempt from Excise Tax

Creams and lotions for use prior to shaving are exempt from the excise tax, as they are not considered toilet articles within the meaning of the revenue act, the International Revenue Service has ruled.

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<b>ODOR TYPE:</b>	Floral; Lily-of-the-Valley or Muguet.
<b>SOLUBILITY (@ 20°C):</b>	10 parts soluble in 15 parts 80% Ethyl Alcohol.
<b>STABILITY:</b>	Lasting in soaps, cosmetics and of a high quality which permits its use in the most expensive perfumes.
<b>REFRACTIVE INDEX (<math>n_{\frac{20}{D}}</math>):</b>	1.5055
<b>SPECIFIC GRAVITY (<math>\frac{25}{25}</math>):</b>	0.950
<b>SUGGESTED USES:</b>	As a base for Lily-of-the-Valley and Muguet perfumes to 5%; as a floral modifier from 1/4% to 5%.

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At the recently held Third Salon de la Chimie in Paris: a display of Bulgarska Rosa (Bulgarian Otto of Rose). Resume of the gathering by F. V. Wells appears on page 25.

### Canadian Toilet Goods Volume Nearly 40,000,000 Dollars

Canadian manufacturers shipped a record \$39,478,000 worth of toilet preparations in 1953 as compared with \$37,281,000 worth in the preceding year, the Dominion Bureau of Statistics reports. This was the fifth straight increase since the postwar low of \$20,972,000 in 1948.

Manufacturers shipped more perfumes (\$1,191,619 versus \$920,487), and toilet waters, colognes and lotions (\$4,472,421 versus \$4,222,455) in 1953 than in 1952, but less bay rum, hair tonics, alcoholic liquid brilliants and alcoholic wave-sets (\$618,311 versus \$626,926), a drop in sales to barber and beauty parlour trades outweighing an increase in other sales. Deliveries of creams of all kinds, such as cold cream and almond cream, declined to \$3,262,523 from \$3,502,077, solid brilliants to \$65,543 from \$71,349, face powders to \$1,272,951 from \$1,297,168, and sachet powders to \$152,612 from \$153,730. Talcum powders increased to \$1,580,777 from \$1,497,153, lipstick and refills to \$1,696,446 from \$1,392,814, rouge and refills to \$188,049 from \$177,557, and powder and rouge compacts to \$140,881 from \$82,680.

Liquid and cream shampoo shipments rose to \$3,609,572 from \$3,368,942, but those of shampoo powders fell to \$77,889 from \$113,712. Factory shipments of personal deodorants dropped to \$1,610,645 from \$1,700,073, while those of bath salts and oils increased to \$471,636 from \$397,121, depilatories to \$50,797 from \$38,606, non-alcoholic toilet waters and lotions to \$302,837 from \$191,920, hair tonics, non-alcoholic liquid brilliants, and non-alcoholic wave-sets to \$2,939,080 from \$2,649,886, manicure preparations to

\$637,160 from \$624,867, and home permanent wave kits, including refills and accessories to \$3,548,569 from \$3,418,145. Outputs of dentifrices of all types were lower: pastes, \$6,017,117 versus \$6,130,481; powders, \$547,715 versus \$610,921; and liquid, \$3,841 versus \$15,553. Production of all other toilet preparations was valued at \$5,025,088 as compared with \$4,075,974 in 1952.

There were 94 plants as against 101 the previous year principally engaged in making toilet preparations and these accounted for about 67% of the 1953 output, the rest being produced mainly in the soaps and washing compounds industry and the medicinal and pharmaceutical industry. While there were 7 fewer plants in the toilet preparations industry in 1953 than in 1952, they employed 1,955 as against 1,870, and their payroll was up to \$4,648,547 from \$4,244,777, and material costs to \$11,309,157 from \$9,720,012. The industry's products were valued at \$30,438,474 (toilet preparations accounting for \$26,773,000) as against \$27,059,783 (\$23,819,000) in 1952.

### Cosmetics Buyers Luncheon to Back Infantile Paralysis Fund

Buyers in the cosmetic industry will hold an industry-wide luncheon in connection with the 1955 Greater New York Campaign of the National Foundation for Infantile Paralysis on Wednesday, February 16, in the Bowman Room of the Hotel Biltmore.

### Suspends Surcharge on Small Shipments in Central States

The Interstate Commerce Commission has suspended the surcharge of \$1.50 on small shipments within the Central States.

### F.D.A. Commissioner to Speak before Cosmetic Career Women

George P. Larrick, Commissioner of Food and Drugs, Department of Health, Education and Welfare, will be guest speaker at the April 5 meeting of the Cosmetic Career Women to be held on the Starlight Roof of the Waldorf-Astoria Hotel, New York.

The organization held its third luncheon-meeting on February 3, also at the Waldorf-Astoria Hotel. Mrs. Fleur Cowles, associate editor of Cowles Publications, publisher of *Look* Magazine, was the guest speaker.

### Export Markets Improved, Essential Oil Assn. Hears

An improved export market for essential oils, particularly those of American origin, was noted by Louis Gampert, vice-president of Felton Chemical Co., and re-elected president of the Essential Oil Assn. of the U.S.A. at its 27th annual meeting on January 7 at the Savoy Plaza Hotel in New York. More than 150 executives of the member companies were in attendance.

All other officers and directors were also re-elected. They are: vice-president, P. J. Coutin, vice-president P. Chaleyer & Co.; secretary-treasurer, F. F. Dittrich, comptroller Ungerer & Co., Inc.; and members of the executive committee: R. A. Engel, vice-president Trubek Labs.; George H. McGlynn, vice-president Magnus, Mabee and Reynard, Inc.; H. P. Wesemann, vice-president Fritzsche Brothers, Inc.; Waldo Reis, vice-president van Ameringen-Haebler, Inc.; and Dr. A. L. Fiore, coordinator of Service Labs., Givaudan-Delawanna, Inc.

Mr. Gampert, the president, stated: "In general, the overall price structure for essential oils during 1954 has been quite firm. There are exceptions here and there, but the general trend has been upward, and the year has closed on a strong note. From such statistics as are available, and from conversations among the trade, I would say that 1954 has been an active trading year, with essential oil business at good volume. The export market for essential oils, particularly those of American origin, has been quite active; mainly due to improved economic conditions abroad, and the lessening of restrictions in some countries on dollar goods importations. In many countries, however, restrictions remain as stringent as ever.

"With respect to oils of Chinese origin, anise and cassia, particularly Oil of Cassia, have advanced to fantastic levels, and the anise flavoring problem has been further aggravated by the somewhat mysterious shortage and high price of anethol.



Re-elected officers: Ray C. Schlotterer, managing director; F. F. Dittrich, secretary-treasurer; Louis Gampert, president; and Pierre J. Coutin, vice president.

"Oil of Citronella, both Ceylon and Java types, have practically doubled in price during the year, and are still quite firm. The same thing has happened with Lemongrass Oil, although the ultimate future of that product may be somewhat precarious due to the impending commercial production of synthetic citral.

"All of the lavender oil and Lavendin have advanced substantially in price, particularly the high ester specifications. The action of oils of Spanish origin has been dull and unimpressive.

"Camphor white oil and Camphor

Sassafrassy are high in price and quite scarce.

"Brazilian Rosewood Oil is firm and has increased moderately in price during the year.

"Ocetea Cymbarum is both scarce and very high, resulting in substantial price advances in both Safrol and Heliotropine.

"On the other hand, Siberian Pine Needle Oil, Oil of Bergamot and Oil of Cloves, have eased somewhat during the year, although Abies Siberica is again firming up.

"With respect to oils of North American origin, peppermint has been the

most interesting performer, registering a very sharp advance in a comparatively short period of time. Its sister oil, spearmint, was rather weak throughout the year, but is now showing signs of firming up.

"Cedarwood Oil has been exceptionally firm, and continues to be so.

"Citrus Oils in general have been weaker, particularly the important ones: Lemon, Orange and Limes. Orange Oil is much too cheap, but I would not be greatly surprised to see it become even slightly cheaper this spring.

"Although not an essential oil, a raw material of importance to a number of members of our Association is vanilla beans. The advance in price of this commodity has been tremendous, and will, in all probability, remain extremely firm for the year 1955."

1. Henry Wiedman, Louis Davids and Felix Goudsmit, discuss the reports. 2. A. J. Johnson, Harry C. Ryland and Maurice Couderchet are diverted by a passing fancy. 3. William H. Barlow, Arch Payne, George Mann and Charles Swan discuss early days in the industry. 4. Howard Miller, Robert Engel, George Warren and Albert Dillinger discuss recent progress in perfumery research. 5. William G. Gillen, Dr. E. T. Theimer, Jerry D. Yarou and Charles H. Grimm discuss the import situation. 6. Waldo Reis, Arthur C. Gogarty and Dr. Paul Muhlethaler enjoy an anecdote by Philip Chaleyer.

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ESSENTIAL AROMATICS

Dr. Alexander Katz Co.  
division of  
**F. RITTER & CO.**  
Los Angeles 39, California  
Branch Offices in Principal Cities



## At the Essential Oil Association Meeting



Above, President Louis Gampert weighs a suggestion from the energetic Ray Schlottner.

Left, President Louis Gampert delivers his annual review of the progress of the industry while Vice President Pierre Coutin and Secretary-Treasurer F. F. Dittrich take notes.





Harold N. Anderson, of H. Kohnstamm & Co., has been elected president of the Cosmetic Industry Buyers & Suppliers Assn. (CIBS) of New York. Shown here are the new officers of the organization, elected at the CIBS' regular monthly meeting at Toots Shor's restaurant in New York. Seated, left to right, David J. Warner, Fleuroma, 1st vice-president; H. Anderson; George A. Kaempkes, Pacquin's, 2nd vice-president. Standing, left to right: Robert C. Ring, Hewitt Soap Co., corresponding secretary; Donald McMurray, Helena Rubinstein, recording secretary; Lamson M. Scovill, Scovill Mfg. Co., board of directors; John Duncan, Hazel-Atlas Glass Co., director; William Jaeger, Park & Tilford, treasurer; and William S. Fairhurst, Narva Products, Inc., director.



A few of the executives and some of the salesmen of the Nestle LeMur, Harriet Hubbard Ayer, and affiliated companies on the occasion of the Silver Anniversary dinner held as a climax to the recent sales meeting at the Gramercy Park Hotel in New York. On the extreme left of the second row from the top is William H. Rankin, president of Canadian Nestle LeMur Division. In the same row, next to Mr. Rankin, is Lawrence Friedman, administrative sales manager. Louis Naidech, executive vice president of the Nestle LeMur Co., is in the center of the group, third row from the top. In the bottom row, seated between Rheena Quinn of the Canadian Division, and Elizabeth Foster of Harriet Hubbard Ayer (Canada), is Milton J. Adler, vice president of professional division of the Nestle LeMur Co. The other two ladies in the group are Quetita Zaun, sales representative for Ayer in the Metropolitan area (on the left) and Dorothy Nichols, Milkmaid training supervisor (on the right).

### Nestle LeMur, Ayer Sales Meeting Covers 1955 Plans

Sales representatives of the Nestle LeMur Co. and Harriet Hubbard Ayer, Inc. from all parts of the United States and Canada, gathered at the Gramercy Park Hotel recently for the annual sales meetings. Plans for 1955 for Nes-

tle LeMur, the Harriet Hubbard Ayer line, the recently acquired Milkmaid line, and the long-established Pinaud line were covered.

Louis I. Naidech, executive vice-president, was chairman; William A. Pope, vice-president and sales manager, presented the planning programs; and Larry Friedman, administrative sales



CIBS president Harold Anderson (H. Kohnstamm & Co.) greets James A. Farley.

### James A. Farley Guest Speaker at New York CIBS Meeting

James A. Farley, of the Coca-Cola Export Corp., was guest speaker at a recent meeting of the CIBS of New York, held in Toots Shor's Restaurant. Mr. Farley is a former Postmaster-General of the United States, and a past chairman of the Democratic National Committee.

manager, talked on procedures and policy. After a review of the past year, plans for the coming year were outlined and discussed, including new products, packaging, publicity and advertising.

Social events during the week included luncheons, dinners and theatre parties, culminating in the annual Christmas party and dance sponsored by the Nestle LeMur firm for salesmen and employees, on which occasion the Silver Anniversary of each employee having reached the 25 year mark with the firm is celebrated. Charter members of the 25 Year Club, Miss Arenoujje N. Gulbenkian, Thomas J. Nolan, and Eric Nordman welcomed this year's member, Mrs. Agnes Seals, production supervisor at the Bronx plant of Nestle LeMur, who received the customary watch in honor of her long services. Joseph S. Lindemann, president, was presented with a bronze plaque of appreciation from associates and employees. More than 200 guests attended the Silver Anniversary dinner.

### U.S. Mint Oil Production Up 9 Per Cent in '54

U.S. production of mint oil in 1954 was up 9 per cent over 1953, attaining a total of 2,410,000 pounds, valued at \$11,540,000. The 1953 production amounted to 2,266,000 pounds.

### Phil Kalech of Toni, Tintair, Pepsodent Dies on West Coast

Phil Kalech, who had been at various times in his life associated with Tintair, Toni and Pepsodent, passed away recently on a trip to the West Coast.



Herbert Kainik

### D&O Offers Perfuming Consultant Service

To better assist manufacturers planning the improvement of existing perfumed products or development of new items, Dodge & Olcott, Inc., New York City, is offering a new service. Veteran perfumer, Herb Kainik, is now available to such manufacturers as a consultant on any perfuming problems they may encounter, and will work directly on the premises with the organization's own technical staff. A noted member of the industry for 25 years, currently treasurer of the American Society of Perfumers, Inc., Mr. Kainik

is also a specialist in the aerosol field, an area in which he has been active since its inception.

### Edward Sagarin Guest Speaker at Chicago S.C.C. Meeting

Edward Sagarin of Standard Aromatics, Inc., and author of "The Science and Art of Perfumery," spoke on "The Untapped Potential of Perfume Chemistry" at a meeting of the Chicago Chapter of the Society of Cosmetic Chemists held February 8 at Henrici's Restaurant in the Merchandise Mart.

ice staff of the Dodge & Olcott, Inc. dry soluble seasonings division.

CECIL W. FULKERSON has been appointed district sales manager of the newly opened Hazel-Atlas Glass Co. district office in the Johnston Building, Charlotte, N.C.

H. BENNETT, president of the Glyco Products Co., Inc. of Brooklyn, N.Y., and Williamsport, Pa., received a citation in connection with the Centennial Celebration of the College of Engineering of New York University on January 29. The honor was bestowed upon a number of alumni whose significant achievements have brought distinction to their Alma Mater and themselves.

### Among Our Friends

CLARKE C. HAMBLEY has been appointed advertising manager for Prince Matchabelli, Inc. He will also be responsible for sales promotion and packaging.

JOHN R. MILLER, late Major with the U.S. Army Q.M. Procurement Center System, and specialist in meat procurement, canning and the frozen food field, has joined the sales and serv-

EDWARD S. COBB, since 1947 a staff editor of McGraw-Hill's *Product Engineering* magazine, has joined the public relations department of American Machine & Foundry Co.

BETH HARBER LAVINE, formerly Health and Beauty Editor of *Seventeen* Magazine, has opened an office at 341 Madison Avenue, New York, as an independent writer and editorial and merchandise consultant.



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is the thing...**  
to catch the sweet young thing!

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Use Perry's quarter-century of research for the perfect expression of an idea in fragrance. Samples upon request.

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ESSENTIAL OILS  
AROMATIC PRODUCTS  
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SALES REPRESENTATIVES

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**IF IT'S PERFUMED  
BY PERRY  
IT'S PERFECTION!**



Donald L. Bryant

DONALD L. BRYANT has been named executive vice-president of Hudnut Sales Co., ALFRED E. DRISCOLL, president of Warner-Hudnut, Inc., announces. He will be responsible for sales, advertising, merchandising, research and development activities of the company's Richard Hudnut division.

DR. ARCHIE BLACK, one of the country's foremost authorities on the ultra violet ray effects of sunlight on the human skin, has been named to head the research and development division of Douglas Laboratories Corp., Miami, Fla., makers of Coppertone

Suntan Oil, Lotion and Cream. Dr. Black is among the nation's leading biochemists and is noted especially for research in connection with Vitamin D and its formation by the action of ultra violet light. In collaboration with Dr. Harry Steenbock, his studies led to the discovery of the formation of Vitamin D by irradiation of foods, and particularly the sterols in foods and in the skin.

J. S. WIEDHOPF, president of Parfums Giro, Inc. since 1939 has retired, ending 47 years in the fragrance field. MATTHEW J. MIDDLETON, who joined Giro in 1942 and has been sales manager since 1948, was named vice president, and RAYMOND L. GEORGE, formerly assistant to Mr. Middleton, was promoted to sales manager. Mr. Wiedhopf began his long career in the fragrance business in 1907. In 1921 he went into business with GUY T. GIBSON for the distribution of Caron perfumes, and in 1923 they founded Parfums Giro in this country. He was one of the founders and first president of the Fragrance Foundation, of which he remains a life director. In recognition of his service to the industry, Mr. Wiedhopf was recently elected honorary member for life of the Perfumery Importers Assn.

E. M. STOLAROFF, president of the Natone Co. of Los Angeles is on a flying trip to South America. He is seeking to extend the markets for Martha Lorraine products there and to add to the line's imported items.

SAMUEL RUBIN has been elected chairman of the Fordham Hospital Lay Advisory Board for the third consecutive year. His sponsorship of the Muscular Dystrophy Association work was recently hailed at the annual charity ball of the Buddies League at the Waldorf-Astoria, where he received a special citation and award as the "angel" of this organization.



Samuel Rubin

Van Dyk & Company, Inc.

*Manufacturers of*

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**PERFUMERY**

and  
**COSMETICS**

*for over half a century*

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*including*  
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SYNTHETIC & NATURAL  
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**PUNCHES FOR TABLETS**

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*VIVALDI . . . a magnificently harmonious creation  
with extremely persistent fidelity  
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*VIVALDI . . . with the brilliance of precious jewels,  
the freshness of spring flowers,  
the luxury of the Orient, and the  
depth and richness of precious  
woods.*

*VIVALDI . . . a versatile fragrance for fine perfumes,  
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 \$22.00 the lb. or \$1.75 the trial oz. 

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for Lipsticks

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## YLANGS FOR SOAP

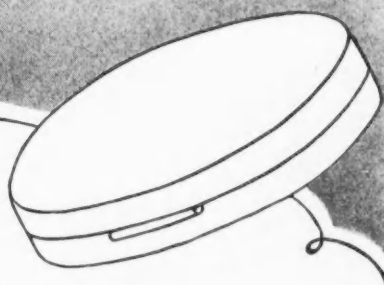
The soap perfumer is forever faced with this problem: develop and maintain a complex floral or nondescript compound costing less than, say, two dollars per pound. Thus he must make extensive use of aromatic chemicals, yet simultaneously guard against the continuous threat of having his perfume take on an undesirable "chemical" note.

To the skilled perfumer, there are certain naturals available with which he can buttress his composition against this chemical, metallic weakness. One of the most effective is the adroit use of the ylang note. American Aromatics, Inc., with its wide experience in soap perfumery, is a likely cohort in this problem, offering an extensive range of stable, non-discoloring soap ylangs.

**SAMPLES ON REQUEST**

**SOLE NORTH AMERICAN REPRESENTATIVE  
OF SYNAROME PRODUCTS**

Plymouth



## POWDER BASE NO. 7


This specialty raw material, first introduced several years ago, has established itself firmly with the discriminating cosmetic manufacturer for use in his premium face powders.

Its exceptional silky, soft smoothness, the complete absence of odor and the extremely fine particle size plus its extraordinary adhesiveness, they say, make it an outstanding additive. As little as 5%, added to your formula, will demonstrate these qualities, although it is being used in some face powder to the extent of 15%.

We believe this product has special value in pressed-face powders which have gained so much popularity recently.

Write for sample. Technical service available.

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Cable Address: PARSONOILS, NEW YORK

WILLIAM HAUSBERG, advertising manager of Lehn & Fink division and Tussy Cosmetics, has been named head of Lehn & Fink Division's newly merged advertising and merchandising departments. RICHARD S. SECLOW has joined the company to act as his assistant.

VOVA BLINOFF, president of the American Alcolac Corp., has been elected a member of the French Chamber of Commerce of the U.S. He is also a vice-chairman of Sinnova of France, one of Europe's oldest and largest manufacturers of synthetic detergents.

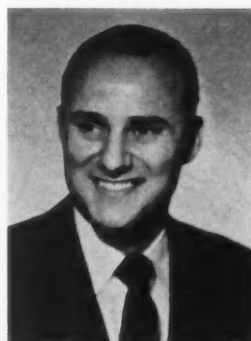


Vova Blinoff

SOL KAPLAN, widely known in the drug and cosmetic field, has resigned as vice president of Keystone Laboratories, Memphis, Tenn., to become a partner in the L. E. Offutt Co., Manufacturers Representatives, 68 Madison Ave., Memphis. For over 30 years the L. E. Offutt Co. has been a leading Southern manufacturers representative for raw botanical and synthetic drugs and cosmetic materials, packaging equipment, and metal, glass and plastic containers. The company's territory covers an area approximately 300 miles in radius from the Memphis headquarters. As a partner, Mr. Kaplan will be active with L. E. Offutt in both a selling and administrative capacity.

CHARLES STIASSNI, plant manager and secretary of White Metal Mfg. Co., has been elected treasurer. He retains his other posts. Before joining White Metal five years ago, he was with the National Lead Co.

RICHARD KOLE has been named in charge of the Broadway Street plant of Kolmar Labs., its major Milwaukee operation and seat of its executive offices. ERV MARUSZEWSKI will handle special assignments for the executive vice-president of the firm, W. J. WICK.



Fred Perrone

FRED PERRONE, who has been associated with the aromatics and essential oil industry for 11 years, has joined Standard Aromatics, Inc., and has been elected vice-president of the company. He is a noted figure in the perfume and flavor circles of the metropolitan area, and has been active in many trade organizations.

MATTHEW J. MIDDLETON, who joined Parfums Giro in 1942 and has been sales manager since 1948, has been named vice president of the company, and RAYMOND L. GEORGE, formerly assistant to Mr. Middleton, has been promoted to sales manager.

**for UNIFORM PURITY  
UNIFORM TEXTURE  
UNIFORM WHITENESS**



**Specify  
BEEHIVE BRAND  
Beeswax**

Experimental data and practical manufacturing experience of nearly 100 years' specialization in beeswax and beeswax compounds are at your service without cost or obligation. Write about your beeswax problems to **WILL & BAUMER CANDLE CO., INC., Syracuse, N. Y. Est. 1855**

ESROLKO S.A. - DUBENDORF - SUISSE

## OREVO

the characteristic cosmetic odour available for extracts, lotions, powders, face creams, brillantines and soaps.



George W. Shine

GEORGE W. SHINE, who has been with Avon Products, Inc. since 1948 in the merchandising, packaging and advertising divisions, has been appointed advertising manager.

GEOFFREY B. SMITH has been appointed assistant sales manager at Helena Rubinstein, Inc.

E. L. CASEY has been appointed Pacific Coast regional sales manager by Hazel-Atlas Glass Co. Formerly assistant sales manager for the region, he succeeds FRED L. BOWER, who is retiring. MATT J. OLDS, formerly dis-

trict sales manager at the company's Seattle sales office, has taken over Mr. Casey's previous position.

MISS HAZEL BISHOP discussed "Imagination—the link between product and consumer" at a luncheon meeting of the New York Section of the American Institute of Chemical Engineers on January 19 at the Brass Rail Restaurant in New York.

P. R. LIVSEY, buyer in the Avons Products, Inc., purchasing department, has been promoted to the post of Di-



P. R. Livsey

rector of Purchases. He has been with the firm for 23 years.

JEAN W. BAER has been named to the Eastern sales staff of George Lueders & Co., New York. Although not quite thirty years of age, he has had considerable experience in the flavor and chemical fields both in this country and abroad. He has a B.S. in pharmacy from Columbia University where he also served as instructor in the pharmacy department. Following two years of service in the U. S. Army (1943-45) Mr. Baer entered the essential oil field.

## Obituary

### Manning O'Connor

Manning O'Connor, a member of the Board of Directors of Colgate-Palmolive Co. and formerly vice-president in charge of the company's toilet goods division, died at his home in Beverly Hills, Cal., on January 9.

### Harold E. Logan

Harold E. Logan, former treasurer and assistant secretary of Colgate-Palmolive Co., who retired in 1951, died recently at his home in Vista, Cal.

## THE C. E. ISING CORPORATION MANUFACTURING CHEMISTS AROMATIC PRODUCTS

MASKING ODORS for INDUSTRIES  
FLORAL BASES—ISOLAROMES  
(Fixatives)

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(For Perfumes and Toilet Waters)

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FLUSHING

NEW YORK

## Aromatic Chemicals FOR PERFUMERY AND FLAVORS

Iso Propyl Quinoline • Isobutyl Quinoline  
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Linalyl Anthranilate • Linalyl Isobutyrate

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CHEMICAL CO., INC.

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*EVENTUALLY—For better creams, with economy*

B-W Lanolin the superior quality puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W HYDROPHIL (Absorption Base) Made in U.S.A.

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Executive Office, Laboratory  
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America's Original Lanolin Producer  
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# Market Report

## Supplies Insecure

**T**HE new year started firmly for a number of aromatic chemicals, essential oils, and related products. However, the outlook is clouded by rapid economical changes and political developments at home and abroad, as well as by unfavorable weather conditions which threaten crops and production of many items.

### Beeswax in Short Supply

The future supplies of beeswax look limited. Importers state that there is a world shortage of the material and the bleachable grades that are becoming increasingly difficult to obtain even though buyers are willing to pay higher prices.

The shortage is attributed to widespread use of some of the newer insecticides. Bees have suffered from the attempt to control insects and pests, with a resulting reduction in wax production. Brazil, which produces at the rate of about 500 tons of wax a year, has in recent years been reserving its wax for home consumption. Output in Chile has been steadily shrinking, and Egypt—currently in the midst of a crop season—is said to be virtually all sold out. The West Indies, Cuba and the Dominican Republic are about the only remaining sources of supply.

### Oil Peppermint Firm

Oil peppermint turned decidedly firmer at the start of the new year. Fairly substantial export sales over the final quarter of last year cut into the available supply in this country. Prices here have been slowly edging upward and, in some quarters, predictions of a \$10 market have been made for the new year. It will be many months before another new crop is ready for distillation. Last year's crop proved

disappointing; the result is that high test oil is likely to become more and more difficult to obtain.

### Lime Oil Rise Likely

A somewhat better feeling has developed in the citrus oils, especially lime. The oil, which has been selling here at below production costs, is expected to turn firmer by Spring, when customers are preparing to meet their Summer requirements. Some dealers assert that there had been an overproduction of lime oil in Mexico, which in turn served to carry prices downward. Californian lemon and orange oils continued in good supply, especially the brands offered by independent producers, but prices have reached such a low level that an early reversal in the trend is likely, especially with the approach of the period when confectioners and other consumers step up purchases.

### Aromatic Chemicals Uneven

Demand for the general line of aromatic chemicals was spotty but the outlook for Spring Trade was regarded as promising. Anethol and heliotropine remained scarce and firm, and recent advances in safrol have been fully maintained in the light of the firm conditions existing in basic materials.

### Gum Prices Up

The trend in gum prices was upward. Siam benzoin, arabic, tragacanth, and karaya all displayed a marked degree of strength. Despite new crop influences in the Sudan, gum arabic moved higher on spot due to reduced supplies, and the much higher prices quoted for new crop material for Feb-

ruary-March shipment from the primary market. Spot prices for benzoin were moved up to \$4.75 to \$5 per pound for No. 1; \$4.25 to \$4.35 for No. 2; and \$3.80 to \$4 per pound for the No. 3 grade.

### Glycerine Firm

The glycerine market remained firm over the first month of the new year. The shrinkage in stocks that has been noted for many months appears to be leveling off, although major producers believe that consumption will gradually increase in the months ahead. Its use in the form of dynamite for road construction and mining shows every indication of increasing, especially in view of the current high rate of mining operations and the vast road building program that has been proposed over the next few years.

Stocks of glycerine dropped to 43,457,000 pounds in October, as compared to 47,140,000 pounds on hand at the end of September, but November stocks were only off 590,000 pounds from those on hand at the close of October. The November stocks were placed at 42,867,000 pounds. The latter figure is well below what was considered a safe level during World War II of 50,000,000 pounds. November production dropped to 16,370,000 pounds from 16,467,000 pounds in October, 1951.

### Lemongrass Oil Fluctuates

Wide fluctuations in shipping prices for lemongrass oil out of India have made it exceedingly difficult for dealers and consumers to figure future costs. Some consumers have become discouraged by the rapid changes in prices and the uncertainty of replacements. Incoming shipments of lemongrass oil from India in the first nine months of last year were greater than in any previous full year with the exception of 1949. With improved political conditions in Guatemala it is hoped the production in that area will increase this year.

### Synthetic Citral

A wide range of prices was quoted on citral as the result of the upset conditions in lemongrass. No further information has been received concerning domestic production of synthetic citral. Although production has not increased sufficiently to make the product commercially available in the open market, the small quantities made tend to reduce the pressure on the demand for the natural product for use in synthetic vitamin A. As the new year gets underway further progress is expected to be made along this line.

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A  
"Natural"

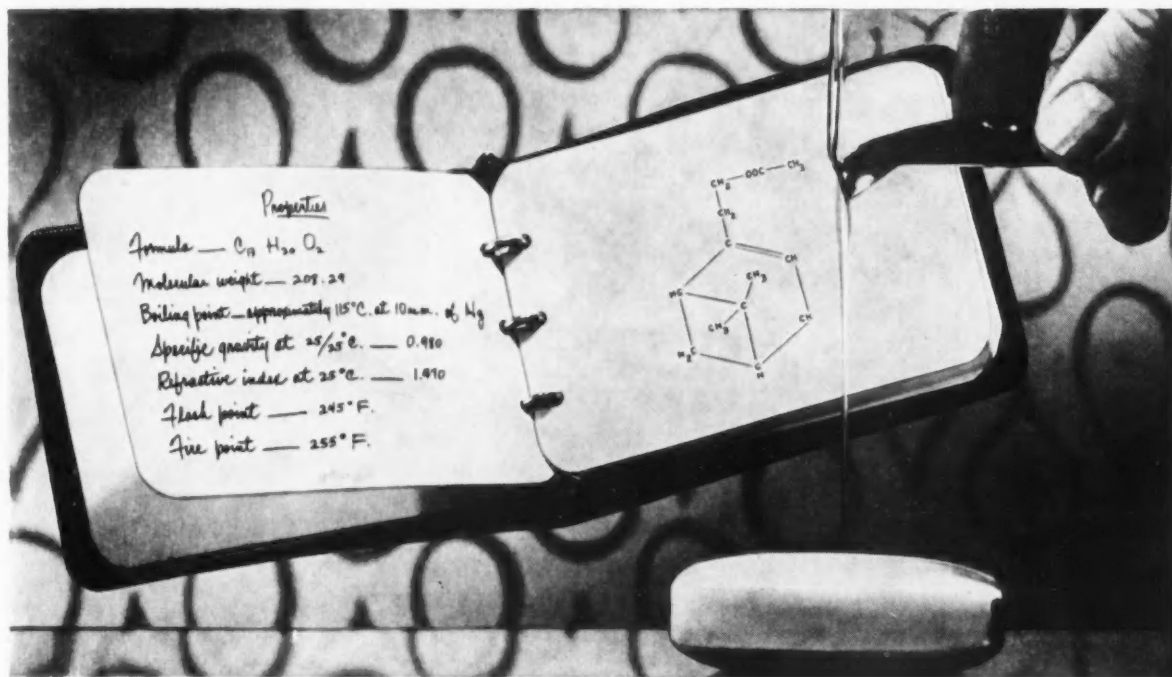
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**CAMILLI, ALBERT & LALOUE, INC.**



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DOW



# CITROVIOL

(Nopyl Acetate, DOW)

*A low-cost base ingredient for your Bergamot, Jasmin,  
Lavender and Neroli type soap perfumes*

The low price of Citrovial (Nopyl Acetate, Dow) now enables you to scent inexpensive soaps in a manner heretofore possible only in the luxury market. As an intensifier, Citrovial gives an unusual naturalness to the basic odor and provides a deep, full-bodied effect.

A practically colorless liquid, Citrovial is somewhat reminiscent of Linalyl Acetate. It replaces Linalyl Acetate in many applications, offering more stability and providing a sweeter, deeper effect.

Citrovial is entirely a domestic product—therefore its price is stable and not affected by the usual fluctuations of foreign markets.

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